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December, 1955

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"Agreed! Airfreight's
the best way to
ship them. But, which
do we use?"



To be certain of fast, dependable service, ship your jobs by American Airlines Airfreight. The most experienced airfreight carrier, American also leads all other airlines in:

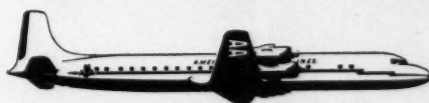
CAPACITY—with the largest cargo capacity, American has space where it's needed, when it's needed.

COVERAGE—with routes to more key cities than any other airline, American is able to provide the most direct one-carrier service.

SCHEDULES—with the most frequent schedules, American keeps terminal time to a minimum, assures you of prompt forwarding.

Check American, today. The rates are surprisingly low—even lower than some forms of surface transportation. For complete information, wire collect to American Airlines, Inc., Cargo Sales Division, 100 Park Avenue, New York 17, New York.

"American. Pioneered the
airfreight field. Probably
handled many problems
similar to yours.
You can depend on them."



AMERICAN AIRLINES

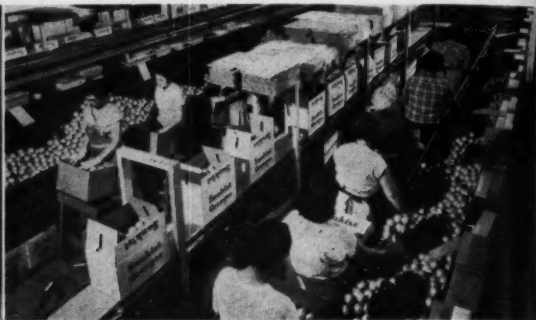
AIRFREIGHT

- carries more airfreight
than any other airline in the world

"Know-How" Pays Off for the CITRUS INDUSTRY



Large-scale citrus culture, California style, takes long-trained men and specialized machines. Then, too...



...the huge California citrus packing industry maintains vast facilities for preparing this "golden harvest" for shipment across thousands of ocean miles to peoples hungry for the delicious fruit... so...



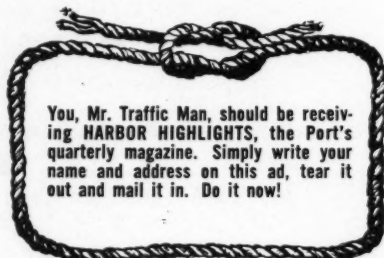
...local transfer of "the crop" likewise becomes a major activity, making certain that the fresh, packed fruit will move swiftly to its shipping point, the Port of Long Beach. Then through the big transit sheds, and as swiftly...



...on the way to world ports. This scene is enacted many times daily in season at the Port of Long Beach, (where citrus exports have grown in ten years from 23,500 cases a year to 1,061,000). That's why we call it "The Citrus Port of Southern California!"



...it moves aboard the refrigerated cargo liner waiting in the berth. Citrus-wise "know-how" speeds the loading so no lost time passes before the oranges and lemons are safe in the ship's refrigerated hold, and...



You, Mr. Traffic Man, should be receiving **HARBOR HIGHLIGHTS**, the Port's quarterly magazine. Simply write your name and address on this ad, tear it out and mail it in. Do it now!



THE PORT OF LONG BEACH

1333 El Embarcadero • Long Beach 2, California

On the Line—



Only Thing to Fear . . .

Last October, the leaders of the trucking industry announced a "Battle for Survival" to its membership. The occasion was the 22nd Annual Meeting, the cause was the association's studied decision that the Cabinet Committee recommendations, if enacted into law, would wipe out the great \$3 billion motor freight transportation industry.

We spent three days at that meeting. The atmosphere was depressing. With few exceptions, the small truckers were sure the railroads would gobble them up first; the big truckers believed they were the prime target.

After weeks of calm reflection upon what we heard during the "mobilization" speeches and weighing that against dispassionate rereadings of the Report, we find it impossible to come up with the same conclusion as that of the respected leaders of the great ATA.

We just can't get it into our noggin that Congress deliberately will legislate that vital, indispensable industry into oblivion. There is no precedent, and there are great economical, legal and political deterrents.

Sure, the language of the recommendations is foggy in places and some ideas are very liberal, but let's not forget that it is a committee report, not a Bill. The railroads are no more certain of the final wording of the proposed Bill than you, we, or Mrs. Calabash, wherever she is.

As near as we can figure it, most fears seem to be based on negative assumptions. For example, there are those who fear the rails will use their financial resources to underbid motor carrier tariffs to put truckers out of business. Others fear the extent and effectiveness of rails' sales organization, prestige, and so on. These same fears lead many to believe that the new National Transportation Policy will benefit only the railroads.

We suggest the sober reading of Warren Brown's recent talk reproduced on Page 35.

We also suggest positive assumptions such as: "There will be changes, let's make the best of them. Let's forget the crying towel. Let's mobilize our business and technical brains to cut costs, reduce wasteful utilization of equipment, paperwork and manpower; to improve handling efficiency, communication and financing. Let's do a real sales job, speed service, cut loss and damage."

Finally, yet foremost, we suggest that this positive program have as its preamble the wise words of a great leader, "The only thing we have to fear is fear itself."

Yakkety Yak

"Man's greatest fear is the unknown." This should exclude truckers. They should know the rails are going after all the freight they can get.

SECRET FEAR: Curly's reply to why he didn't marry his girl was, simply, "I'm afraid it won't work."

Mutual friends of the couple decided to lend a hand. With a lot of devious maneuvering they achieved their objective. But as the confused groom left the church, two constables placed him under arrest for bigamy.

He turned to his friends and said, "See, I was afraid it wouldn't work."

RUSSKI YAKSKI: Visiting Russian journalists said they didn't want to embarrass us but inquired hungrily about segregation, fear and intolerance. We hope this fact was furnished:

... Russian-born American Charles Baron owns an apartment house in Washington, D. C. Thirteen apartment units were occupied by Russian citizens employed in their Washington embassy. One day Baron rented an apartment to a colored family. Promptly all 13 Russian families moved out.

... Five families of American white citizens still live there.

PEN PAL: We hear one reason why Russia's head architect was hauled back to Moscow was he liked the design of Alcatraz and Sing-Sing—fancy plumbing, beds and kitchen.

... The Reds favor simplicity—a plain dark closet and a plain revolver or the plains of Siberia.

A MERRY CHRISTMAS to you and you-all!

H. V. Greene

Editor

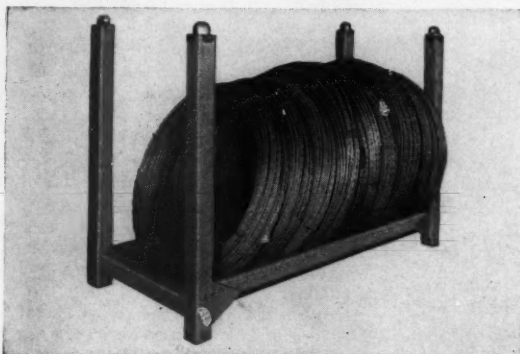
"Stack up" with

here's an exclusive
American feature

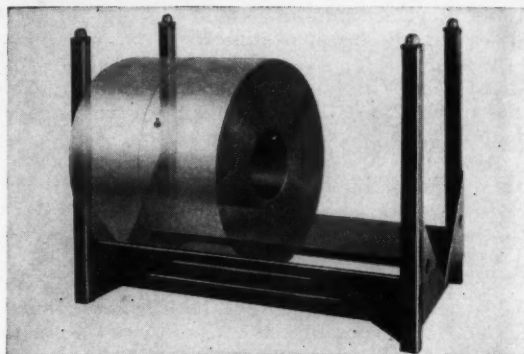


American STORAGE RACKS

When you "stack up" with American Tubular Storage Racks, you also "stack up" savings. The ingenious and simplified American feature, "erected without bolting or welding," has made them first choice with many businesses both large and small. American Racks are designed to meet practically every storage need. Send for catalog and get the facts on American before you buy any type of rack.



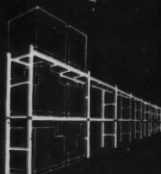
WIRE STOCK RACK
4,000 pound capacity



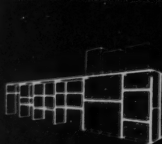
EXTRA HEAVY DUTY COIL RACK
10,000 pound capacity

send for catalog

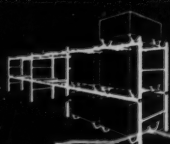
There's an American Rack for every storage need



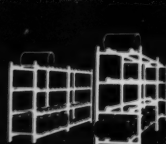
Standard Pallet Racks



Adjustable Pallet Racks



Skid Racks



Drum & Barrel Racks



Tool & Die Racks



Coil Racks & Tiering Racks

among those sold on American are:

A. C. Spark Plug Division
Anheuser-Busch, Inc.
B & O Railroad Co.
Carnegie Illinois Steel Corp.
Chevrolet Motor Division
Chrysler Corp.
Cities Service Oil Co.
Colgate-Palmolive Co.
DuPont de Nemours & Co., Inc., E. I.
Ford Motor Co.
General Electric Co.

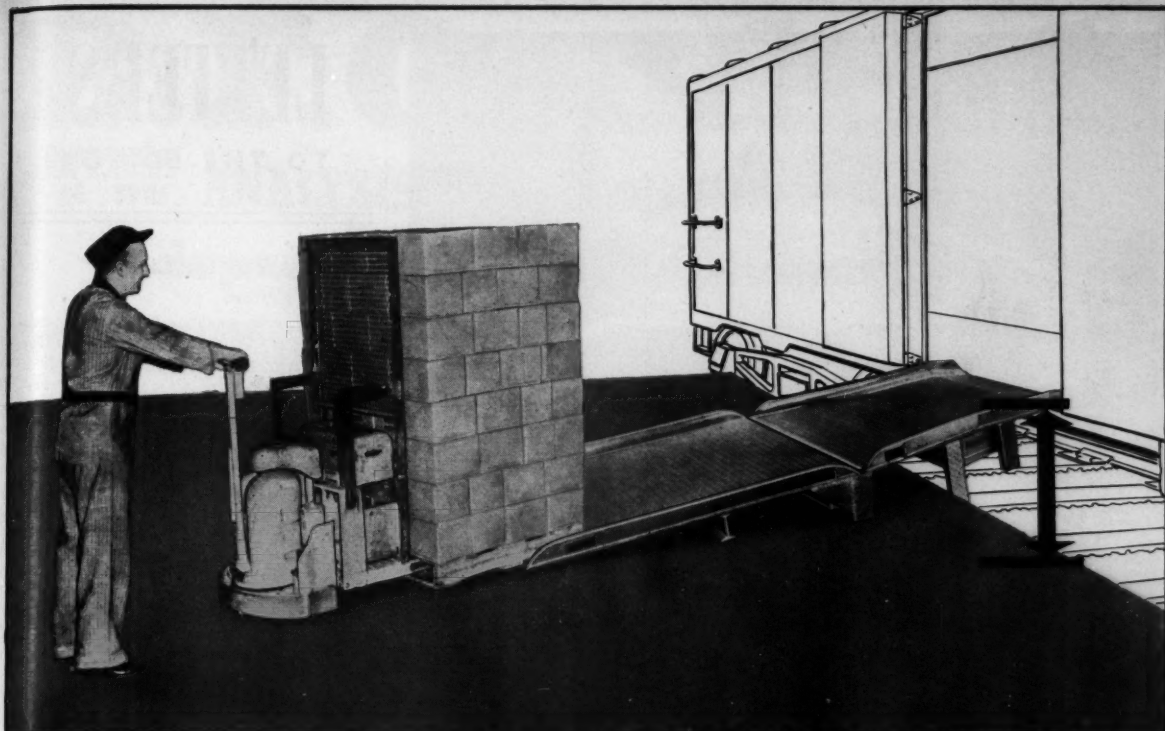
Goodrich Company, The B. F.
Heinz, H. J., Company, Inc.
Kroger Company, The
Radio Corporation of America
Rexall Drug Co.
Sherwin-Williams Co.
Socony-Vacuum Oil Co., Inc.
Standard Brands, Inc.
U. S. Atomic Energy Commission
U. S. Steel Co.
F. W. Woolworth Co.

Circle No. 3 on Card, Facing Page 49, for more information

AMERICAN METAL PRODUCTS CO.



STORAGE RACK DIVISION
5959 Linsdale • Detroit 4, Michigan



Magcoa Ramp-Dockboard with angle curbing solves two vexing reefer car loading problems: height differential and narrow door-opening.

Solve low-rail-dock and narrow-door problems with Magcoa Magnesium Ramp-Dockboards

You know this problem: What to do when your dock is considerably lower than the floor of certain railroad cars, especially refrigerator cars? It's a common problem.

Your local Magcoa Representative can help you solve it by furnishing a Ramp-Dockboard Combination which converts the height-difference into a long, smooth grade. No chance for even low-under-clearance pallet trucks to get stuck.

Each section—the Ramp and the Dockboard—can be moved and positioned by one man. A long, one-piece board would have been difficult to handle. A short unit would have resulted in too steep a grade, with resulting underclearance problems. This way—the Magcoa way—your low-dock, high-car loading problem is solved easily . . . and safely.

When the height difference is less than the height of the Ramp, the Dockboard can be used alone.

Solves The Narrow-Door Problem, Too—This, too, used to be a major problem: how to get a low-lift pallet truck with a maximum-width pallet load through the narrow door-opening of a refrigerator car. (See Fig. 1). The low-lift trucks could not raise the pallets high enough to clear the quarter-round safety curbs. Magcoa solves the problem by using angle curbing at the car-end of the Dock-

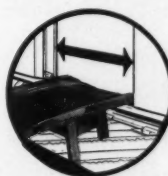


Fig. 1



Fig. 2

board. (See Fig. 2). This satisfies both the underclearance and side-clearance requirements; permits maximum safe use of the refrigerator car door opening. Exclusive Magcoa quarter-round safety curbing is used for the balance of the curb.

Light-weight, Heavy-duty Magnesium—Every Magcoa Dockboard is constructed of magnesium, the lightest of structural metals. Every Magcoa Dockboard has the patented hand holds and other safety features which have made Magcoa Dockboards famous.

Other Loading Problems? As illustrated by the case above, it's standard procedure for Magcoa Representatives to approach the whole problem . . . and to help you get equipment which solves the whole problem, not merely one part of it.

What's Your Loading Problem? Are you bothered by a low rail dock? A low truck dock? A narrow, congested dock? Inefficient loading from

ground level? Spilling or damaging loads? Planning the dock for a new plant or warehouse? Modernizing an old dock? Switching to higher-capacity lift trucks or pallet trucks?

Whatever the loading problem, the odds are 1000 to 1 that your local Magcoa Representative has encountered it and solved it before.

A Suggestion: Send for our free new bulletin, "What to do about Difficult Docks." It's loaded with practical, helpful ideas.

MAGNESIUM COMPANY OF AMERICA

MATERIALS HANDLING DIV.
EAST CHICAGO 3, INDIANA

Representatives in principal cities

IN CANADA—Magcoa Limited,
277 Kipling Ave. South
Toronto 14, Ontario

magcoa

☐ Please send "Difficult Docks" bulletin

Name and Title _____

Company _____

Address _____

City-Zone-State _____

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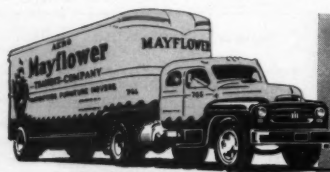
Luxury Liner for Household Goods

WHEN YOU MOVE THE MAYFLOWER WAY

► "What will happen to our furniture?" That's what most of the people you move long-distance want to know. You can ease their minds quickly and simply just by choosing Mayflower Service. Mayflower vans are all up-to-date models, especially built to our own specifications to provide greatest safety for household goods. They have no tailgates, so everything rides safely locked inside. Interiors are smooth and dustproof, construction sturdy and weathertight, protective equipment complete. Nothing is left to chance on a Mayflower move... just another big reason why it will please your people, save you and your company time and money.

AERO MAYFLOWER TRANSIT COMPANY, INC., INDIANAPOLIS

Mayflower Service is available through selected warehouse agents throughout the United States and Canada. Your local Mayflower agent is listed under Moving in the classified section of your telephone directory.



America's Finest Long-Distance Moving Service

LETTERS

TO THE EDITOR

A Tip for Charlie

To The Editor:

I read with great interest your editorial, "A Tip for Charlie" (DA, Sept., 1955, P. 7). There is another angle to the industrial executive's assumption that there is nothing else to traffic management. There is also the practice of many companies checking their pay scales against other industries for the same job title. This means that the forward looking traffic executive can be caught in the position of having his pay scale checked with others, even though there is a great dissimilarity in the duties involved.

Having been in that position I am aware of this, being a traffic manager with a rate background, practice before the Commission, handling distribution activities, packaging, warehousing, cost reduction programs, materials handling, purchasing trucks and fork trucks, directing all non-productive factory sections including shipping, receiving, finished stock; packing and packaging from the production line, receiving, inspection, inventory control of plant supplies, delivery of raw materials to the factory, through the factory and finished goods to the customer, routings for expedient, economical service in and out, rate reductions, and exports.

Had the president and vice-president of sales you mentioned been my employers, I am sure they would have obtained the information they needed. Congratulations for bringing to the attention of business the important functions performed by the "Real Traffic Manager."

Louis A. Lorenzo

Boonton, N. J.

Does Private Carriage Pay?

To The Editor:

I have read with much interest the article in your August issue entitled "Does Private Carriage Pay?"

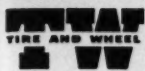
I am wondering if reprints of this article will be available. I frequently receive inquiries from companies that are contemplating purchasing their own trucks. This article would be of extreme help in answering their questions.

James D. Mann,
Managing Director

Private Truck Council of
America, Inc.
Washington, D. C.

Our supply of reprints of Mr. Walsh's article has been exhausted. For permission to excerpt, digest, or reprint the original, please write this office.—The Editor.

B.F. Goodrich



ANALYSIS boosts tire life in every department of Dana Corporation



Unloading 2 tons of clutch plate castings at Dana receiving dept.



7200 pounds of castings on their way to the production line.



Stored synchronizing rings outside the heat treating dept.



A load of Dana transmissions arrives in shipping department.

THE Dana Corporation manufactures truck and bus transmissions in its Toledo, Ohio, plant. Materials handling equipment is used to haul supplies, parts and finished transmissions all over the factory, from receiving room to shipping department. Tires roll through storage yards, over oil-soaked floors, over sharp steel shavings.

Here was a job for the B. F. Goodrich Tire and Wheel Analysis man. He studied Dana's equipment, loads and hauling surfaces. Then he recommended the right tire types, sizes, tread designs and tread compounds. Garage-man Anthony Bosch says he's had tires that didn't last half as long as those

recommended by the B. F. Goodrich TW Analysis man.

How about a FREE TW Analysis for you?

Dana Corporation's case is not unusual. The B. F. Goodrich FREE Tire and Wheel Analysis is saving time and money for industrial tire users all over the country. How about *you*? Just call your local B. F. Goodrich retailer or mail the coupon. This no-obligation Analysis includes money-saving maintenance tips as well as tire recommendations. You can be sure the advice you get is unbiased, because B. F. Goodrich

makes a *complete* line of industrial tires. Act now! And if you manufacture materials handling equipment, there's a special TW Analysis for you.

Specify B. F. Goodrich tires when you order new equipment



The B. F. Goodrich Company
Tire & Equipment Division
Department TW-550,
Akron 18, Ohio

Please send me:

- ☐ Additional information on your Tire and Wheel Analysis Plan
- ☐ Free copy of "Industrial Tire Guidebook"
- ☐ Free copy of "How to Get Extra Service out of Solid Industrial Tires"

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

Circle No. 5 on Card, Facing Page 49, for more information



Grocery Warehouse in Ohio Uses Bethlehem Pallet Racks

A supplier of foodstuffs serving grocery stores in the eastern Ohio-western Pennsylvania area is using a pallet-type storage system in his warehouse at Youngstown. For unit or case warehousing of groceries, the pallet system was found to be the quickest and the most economical method for both storage and handling. Damage to materials has been reduced and warehouse capacity has been used to the fullest extent by multi-tier storage.

Bethlehem supplied 100 pallet racks for this warehouse. The racks were designed and built to the customer's specifications for length, height, aisle

space and load requirements. They were shipped with one shop coat of paint, ready for quick, easy assembly by unskilled labor, without drilling or welding.

Sturdy, safe Bethlehem pallet racks are made from either hot-rolled or cold-formed shapes, or a combination of both. Bethlehem gives the designer of pallet racks not only a wide range of materials but also an extensive choice of facilities on which almost any type rack can be produced.

In addition, Bethlehem pallet racks are versatile. They are readily demountable, they can be added to, rearranged,

stored, and easily re-erected, as required.

If you are considering converting your present warehouse to a pallet system, or if you are planning to build a new warehouse, let our engineering staff study your storage needs and make recommendations. Your letter or phone call to the nearest Bethlehem sales office will receive prompt attention.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

BETHLEHEM STEEL



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FACTS ABOUT Exide®

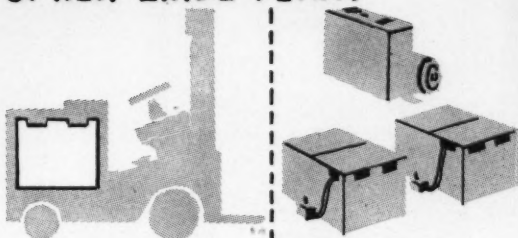
IRONCLAD® INDUSTRIAL TRUCK BATTERIES

WORLD'S LARGEST UNDERGROUND "REFRIGERATOR"
STORES MORE FOOD FASTER...
SAFER WITH EXIDES!

IN AREAS REFRIGERATED TO SUB-ZERO TEMPERATURES A RAPID AND UNIFORM RATE OF MOVING FOODSTUFFS FROM LOADING PLATFORMS TO STORAGE CHAMBERS IS ASSURED BY EXIDE-POWERED ELECTRIC TRUCKS AT NATURAL STORAGE COMPANY IN BONNER SPRINGS, KANSAS. EXIDE-IRONCLADS WORK DEPENDABLY UNDER SEVERE OPERATING CONDITIONS - PROVIDE POWER WITHOUT CONTAMINATING FUMES OR NOISE. EXIDE-IRONCLADS PROVIDE THE SAFEST, FASTEST, LOWEST COST METHOD OF MOVING - STACKING - STORING MATERIALS. EXIDES ARE ALWAYS -

YOUR BEST MOTIVE POWER BUY-AT ANY PRICE!

NOW! CASH OUTLAY FOR ELECTRIC TRUCKS CUT DRASTICALLY BY NEW EXIDE PLAN!



BUY ONLY THE TRUCK CHASSIS! CUT INITIAL CAPITAL OUTLAY AS MUCH AS 33 1/3%!

LEASE EXIDE-IRONCLAD BATTERIES AND CHARGER!

IN ADDITION TO THE SUPERIOR OPERATION OF ELECTRIC TRUCKS YOU GET BIG ANNUAL SAVINGS. A TYPICAL EXAMPLE OF HOW MUCH YOU SAVE EACH YEAR WITH ELECTRIC TRUCKS AND THE EXIDE PLAN:

1 TRUCK ON 3-SHIFT OPERATION SAVES \$1425.76!

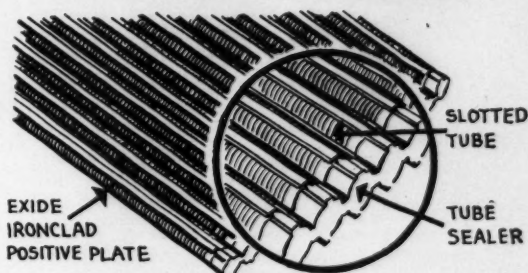
MAKE US PROVE THESE SAVINGS! CALL YOUR EXIDE SALES ENGINEER. ASK YOUR ELECTRIC TRUCK SALESMAN. WRITE FOR COMPLETE DETAILS ON THE EXIDE LEASING PLAN!

LET EXIDE HELP SOLVE YOUR INDUSTRIAL TRUCK BATTERY PROBLEMS. ① CALL AN EXIDE SALES ENGINEER FOR FULL DETAILS. ② WRITE FOR FORM 1982, A MANUAL ON INSTALLING AND MAINTAINING MOTIVE POWER BATTERIES.

Exide INDUSTRIAL DIVISION, The Electric Storage Battery Company, Philadelphia 2, Pa.

Circle No. 7 on Card, Facing Page 49, for more information

MAGIC POWER TUBES OF POLYETHYLENE!



NOW, ACID-PROOF, NON-CORRODING POLYETHYLENE PLASTIC TUBES AND SEALERS ARE INSIDE ALL EXIDE-IRONCLADS! DEVELOPED IN THE LABORATORY, TESTED IN THE FIELD, AND ALREADY PROVED IN CUSTOMER USE - THIS MIRACLE BATTERY MATERIAL IS THE LATEST IMPROVEMENT IN EXIDE-IRONCLADS. ITS USE GIVES YOU MORE POWER IN THE SAME SPACE! LONGER BATTERY LIFE! BETTER PERFORMANCE! LESS MAINTENANCE!

FOR THE AMAZING "INSIDE STORY" ON NEW EXIDE-IRONCLADS WITH POLYETHYLENE, CALL YOUR EXIDE SALES ENGINEER!

IN EVERY INDUSTRY,

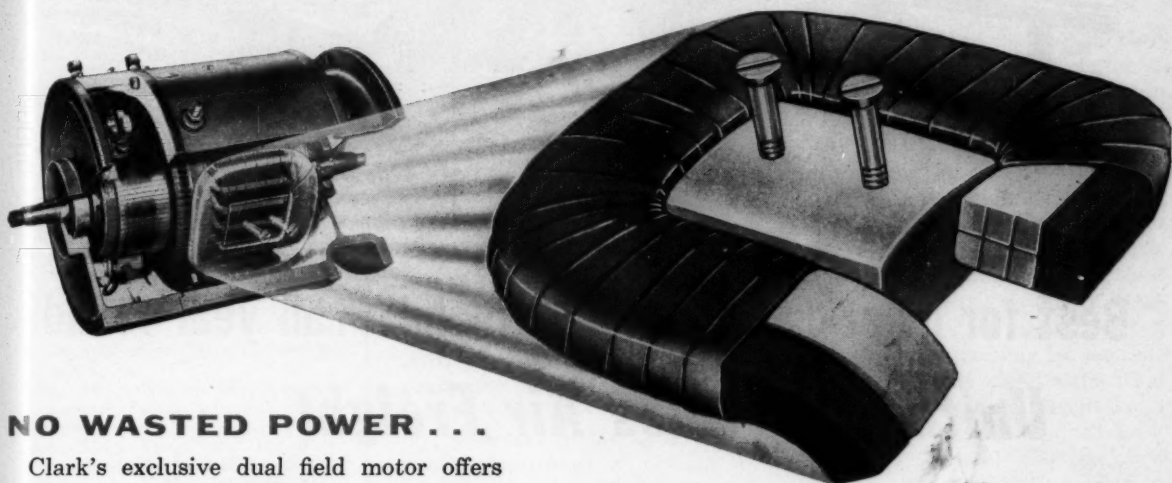


Reaching for the ceiling, efficient, fume-free Clark Electric stacks cartons of paint at White Auto Sales, Wichita Falls, Texas. In every industry, Clark Electrics work a longer cycle . . . do more work.

CLARK ELECTRICS

work a longer cycle . . . do more work !

There just isn't any other power type that can move material at a lower cost per ton-mile than a Clark Electric. Clark's field-tested gear train and exclusive dual field, high torque motor provide maximum efficiency under the most severe operating conditions.



NO WASTED POWER . . .

Clark's exclusive dual field motor offers minimum amperage draw. External resistance is utilized only in the first two points of power, thereby eliminating wasteful power losses and overheating. Result! Your battery works a longer cycle.

At 4th point of power Clark's exclusive *dual field* construction is achieved by eliminating half the field resistance (indicated in red).

EFFICIENT POWER-TRAIN . . .

Here's why Clark's gear train provides more power . . . more work. Final reduction is taken at the point where torque is actually being applied—at the wheel. This reduces torque load on all shafts when breaking away a heavy load, and makes the most effective use of available torque to provide more work.



Write for the booklet "Electri-Facts" showing cutaways of the power train, control circuit, hydraulic system, and other important components.

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EQUIPMENT**

Industrial Truck Division
CLARK EQUIPMENT COMPANY
Battle Creek 11, Michigan



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United Air Lines Air Freight

Many businesses first learned the advantages of United Air Lines Air Freight by using it to "fill in" inventories during peak buying seasons.

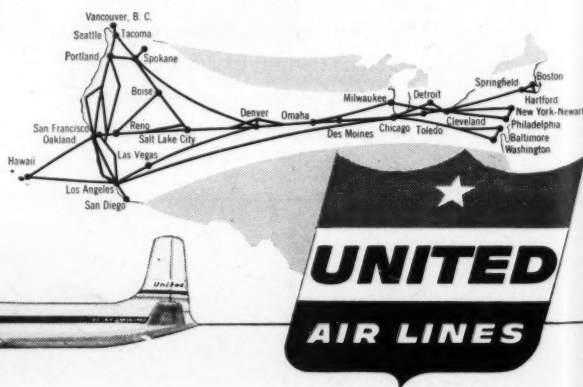
Now they use it profitably and enthusiastically throughout the entire year for many other good reasons—to maintain a better control of inventories... to improve customer service... to obtain higher prices through better service... to reduce the number of cancelled orders through faster delivery... to protect the condition and appearance of goods at destination by reducing in-transit

damage... and to bring down the cost of packing, crating and warehousing.

Why not plan to use United Air Lines Air Freight regularly during the coming year? The cost is lower than you might think. For example, a leading dress manufacturer ships children's dresses coast to coast for only about 14¢ each!

Remember, too, only United offers Reserved Air Freight space on all equipment—not only over its own routes, but world-wide through connecting airline agreements.

For speed, dependability and economy, learn the advantages of United Air Lines Air Freight Service. Call the nearest United Air Lines Representative or write for free booklet, "Industry's Flying Partner." Cargo Sales Div., Dept. D-12, United Air Lines, 5959 S. Cicero Avenue, Chicago.



Chuting the NEWS

Coming Events

Dec. 6—Texas Industrial Traffic League, Dallas, Tex.
Dec. 8—The American Waterways Operators, Inc., fourth quarterly meeting, Rice Hotel, Houston, Tex.
Dec. 12-13—The Material Handling Institute, annual meeting, Statler Hotel, New York City, N. Y.

1956

Jan. 10-27—Eighth Institute of Industrial Transportation & Traffic Management, The American University, Washington, D. C.
Jan. 22-24—National Wooden Pallet Mfrs. Assn., ninth semi-annual meeting, Ellinor Village, Daytona Beach, Fla.
Jan. 22-26—NARW-TRRF Advance Seminar, Purdue University, Lafayette, Ind.
Jan. 23-25—Truck-Trailer Manufacturers Assn., annual convention, Edgewater Gulf Hotel, Edgewater Park, Miss.
Jan. 23-27—Regular Common Carrier Conference, Board of Governors Meeting, El Mirador Hotel, Palm Springs, Cal.
Jan. 24—Southwestern Industrial Traffic League, New Orleans, La.
Feb. 6-7—National Wooden Box Assn., annual meeting, Shamrock Hotel, Houston, Tex.
Feb. 9-10—Private Truck Council of America, annual convention, Cleveland Hotel, Cleveland, Ohio.
Feb. 16-17—American Materials Handling Society & Purdue University, materials handling conference, Purdue University, Lafayette, Ind.
Apr. 3—The Material Handling Institute, spring meeting, Edgewater Beach Hotel, Chicago, Ill.
Apr. 9-13—American Warehousemen's Assn., 65th annual meeting, Statler Hotel, Los Angeles, Cal.
Apr. 29-May 3—Operations Council, American Trucking Assns., annual meeting, Sheraton-Cadillac Hotel, Detroit, Mich.
May 5—Local Cartage National Conference, American Trucking Assns., New Orleans, La.
May 13-19—Regular Common Carrier Conference, American Trucking Assns., Board of Governors Meeting, Edgewater Park, Miss.
June 5-8—The Material Handling Institute's Exposition of 1956, Cleveland Public Auditorium, Cleveland.

AAR Renames Faricy President, Hears New Car Order and Research Center Reports at Annual Meeting

Principal railroads of the nation have increased the number of new freight cars they will purchase for the coming year to a total of 145,000 to solve the current car shortage. The number purchased and on order as of Nov. 1, 1955, was 87,000 at a cost of about \$700 million. The new orders will boost the expenditure to about \$1.25 billion.

This fact was one of the highlights of the annual meeting of the AAR in Chicago Nov. 17-18. The reason for this spectacular development, according to William T. Faricy, president of AAR, is due to improved earnings of most of the roads resulting from better business conditions.

Faricy also pointed out that Bad Order Car Repair Program has been stepped up and exceeded the five per cent goal established last June. Some roads, he said, have reduced BO cars to as low as two per cent.

Faricy, of Washington, D. C., who has been president of the Association since 1947, was re-elected by the new Board of Directors.

Other officers renamed by the board are J. Carter Fort, vice pres-

ident and general counsel; Richard G. May, vice president in charge of the Operations and Maintenance Department; Philip A. Hollar, vice president-assistant to president; Robert S. Henry, vice president in charge of the Public Relations Department; Arthur R. Seder, vice president in charge of the Finance, Accounting, Taxation and Valuation Department; J. Elmer Monroe, vice president and director of the Bureau of Railway Economics; Walter J. Kelly, vice president in charge of the Traffic Department; Thomas L. Preston and Gregory S. Prince, general solicitors, and George M. Campbell, secretary-treasurer.

Another development to which the AAR pointed with satisfaction, and which was announced in a special report at the meeting, was the addition of new research facilities to the AAR Research Center located on the campus of the Illinois Institute of Technology in Chicago. The facilities include a microscopy and friction laboratory containing an electron microscope and two pendulum-type friction measuring machines.

Pallet Group Meets Jan. 22

The ninth semi-annual meeting of the National Wooden Pallet Manufacturers Association will be conducted from Jan. 22 through Jan. 26 at Ellinor Village, Daytona Beach, Fla. Discussions of a trade promotion program and a research and development program are on the agenda, along with election of officers.

Representatives of 40 national organizations have organized the National Waterways Conference to oppose federal collection of tolls on freight and large pleasure craft moving on the inland waterways. Chester C. Thompson, president of The American Waterways Operators, Inc., has been elected chairman.

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

Delta Nu Alpha Names Warren Brown 'Man of the Year' Elects J. E. Andrews President, Revises Constitution

Delta Nu Alpha enjoyed one of its most productive sessions in recent years at its annual meeting in Wilmington, Del., Oct. 14-15. The national transportation fraternity named Monon President Warren W. Brown "Transportation Man of the Year," revised its constitution and by-laws, created a committee to co-operate with the Associated Traffic Clubs of America in promotion of traffic and transportation education, and revised its regional set-up to give more regional autonomy.

Brown, who was lauded by DNA officers for his progressive stand on matters of transport policy, also delivered the principal address at the annual dinner. (The complete text of Mr. Brown's address is reproduced on page 35 of this issue.)

—DA—

Rocky Mountain Chapter, ICC Practitioners, has named D. O. Ruthrauff, American Crystal Sugar Co., its new chairman. A. M. Bodane, Rheem Mfg. Co., is new president of the Baltimore Chapter.

—DA—

Conveyor Manufacturers Name Boberg President

E. E. Boberg, Standard Conveyor Co., North St. Paul, Minn., was elected president of the Conveyor Equipment Manufacturers Association at its 22nd Annual Meeting in White Sulphur Springs, W. Va., Oct. 15-18. He succeeds Jervis C. Webb, Jervis B. Webb Co., Detroit, Mich.

Other officers are: J. H. Walker, Fairfield Engineering Co., vice president; A. W. Rich, Fairmont Machinery Co., treasurer; H. E. Murken, Hewitt-Robins Inc., secretary; R. Y. MacIntyre, Continental Gin Co., F. J. Shude, Anchor Steel & Conveyor Co., and D. E. Davidson, Link-Belt Co., directors. R. C. Sollenberger was re-elected executive vice president.

J. E. Andrews, of the Norfolk Southern Railway, was elected president of the organization. He succeeds John S. Tracey, of Lo-Biondo Bros. Motor Express, Demarest, N. J.

Other officers are: John W. Scott, Kansas City Southern Lines, executive vice president; M. A. York, E. W. Bliss Co., first vice president; J. F. Holtzer, Riss & Co., second vice president; B. H. Ways, Fleet Transfer Co., secretary and treasurer, and Maxwell Powell, Smith Transport, Ltd., recorder of records.

The Tulsa, Okla., chapter received the fraternity's Chapter Achievement Award for "outstanding development and promotion of transportation education."

—DA—

The annual meeting of the Material Handling Institute, scheduled for Dec. 13 in New York, N. Y., will feature a forum on architectural planning for materials handling. The MHI Board of Directors will meet one day earlier.

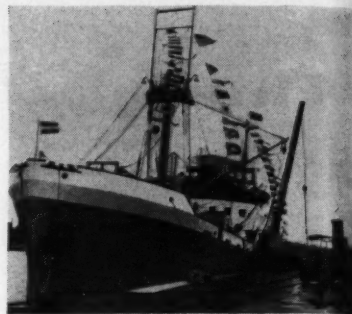
—DA—

ASTT Sets Exam Dates

G. Lloyd Wilson, vice president-director of education, has announced that examinations for admission to the American Society of Traffic and Transportation will be conducted Jan. 26 and 27. Examination centers have been arranged for in New York, Chicago, Philadelphia, Pittsburgh, Washington, Atlanta, San Francisco, Los Angeles, St. Louis, New Orleans, Minneapolis, Denver, Dallas, Cleveland, Detroit, and Boston. Other centers will be arranged as required.

Applications to take the examination should be filed with Registrar E. H. Breisacher, P. O. Box 2128, Middle City Station, Philadelphia 3, Pa., on or before Dec. 15.

Port Milestone



Toledo, O., marked a milestone in its drive for development as a world port on Oct. 24 when the Dutch freighter M. S. Prins Willem II, of the Oranje Line, docked at the Toledo Marine Terminals, Inc., to become the hundredth overseas vessel to arrive at the port's general cargo facility in 1955

NITL Meets in Chicago

More than 800 industrial traffic managers gathered in Chicago Nov. 17-18 at the 48th annual meeting of the National Industrial Traffic League.

Lowe P. Siddons, traffic manager, Holly Sugar Corp., Colorado Springs, Col., was re-elected president of the League. Other officers are: Grant Arnold, general traffic manager, E. J. Lavino & Co., Philadelphia, Pa., vice president, and Robert Maguire, manager, Traffic Division, Atlantic Refining Co., Philadelphia, treasurer.

In addition to the Executive and Nominating Committees' reports, the program included reports of 24 standing committees and nine special committees.

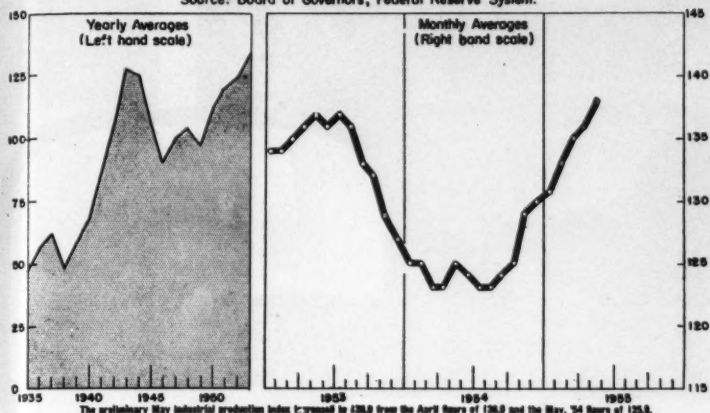
Additional details of the meeting, which was in progress as this magazine was being put to press, will appear in the next issue of DISTRIBUTION AGE.

—DA—

Louis S. Rothchild, under secretary of commerce for transportation, was the principal speaker last month at the fourth annual Transportation and Traffic Management Conference for New England Industry, in Boston, Mass. Rothchild advised traffic men to apply their "industrial statesmanship" to problems presented by the Cabinet Committee Report on Transport Policy.

INDUSTRIAL PRODUCTION INDEX

1947-49=100 (Adjusted for seasonal variation)
Source: Board of Governors, Federal Reserve System.



Club Briefs

Air-Ship-Warehousing Night was marked by the Metropolitan Traffic Association of New York at its November meeting.

D. G. Ward, director of transportation, Olin G. Mathieson Chemical Corp., spoke at the last regular meeting of the North Jersey Traffic Club.

Nov. 1 was Traffic Managers' Conference Day at a meeting of the Los Angeles Transportation Club. John W. Witherspoon, assistant general traffic manager, United States Rubber Co., was the speaker.

D. S. Sundel, general freight agent in charge of piggy-back, NYNH&H, spoke at the October meeting of the Traffic Club of Eastern Connecticut.

The Traffic Managers Conference of Southern California is conducting its annual meeting Dec. 1.

The West Virginia Motor Truck Association heard R. E. McCleery, manager of the state services department, National Highway Users Conference, at its November meeting.

T. B. Wilson, deputy under secretary of commerce for transportation, spoke on "The Barriers of Distance Have Been Broken" at the Nov. 5 meeting of the Traffic Club of Greater Miami.

The Traffic Club of Philadelphia has set Jan. 10 as the date for its annual meeting.

Arthur Van Dyne, traffic manager for Bloomingdale's Department Store, addressed the last meeting of the NYU Chapter, Delta Nu Alpha.

Dr. William Grossman, of New York University, spoke at the Nov. 15 meeting of the Women's Traffic Club of New York.

Port Association Opposes Transport Policy Report

At its 44th annual convention in Houston, Tex., last month, the American Association of Port Authorities went on record in opposition to legislation to implement recommendations of the Weeks Report. The group also adopted a resolution opposing a proposal that the federal government collect toll charges from users of inland waterways.

—DA—

The Association of ICC Practitioners has gone on record in opposition to proposed legislation which would, if enacted, seriously decrease the ICC's powers of regulation.

—DA—

ICC Appoints Hardesty

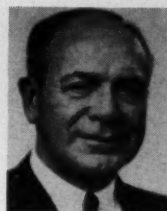
Marion N. Hardesty on Oct. 27 assumed duties as managing director of the ICC. Hardesty, a consultant to the International Cooperation Association, succeeds Edward F. Hamm, Jr. Prior to incorporation of the Foreign Operations Administration, Hardesty was president of the Institute of Inter-American Affairs, and regional director of Latin-American Operations of FOA.

(Please Turn to Page 102)



MEN IN THE NEWS

Materials Handling



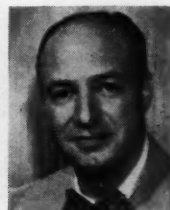
Elmer F. Twyman (left)—a vice president and a director of The Yale & Towne Mfg. Co., who also had served as general manager of the Yale Materials Handling Div., will make his headquarters at the corporate executive offices in New York. He will coordinate all domestic materials handling operations. John A. Baldinger (right)—who has served as general manager of the Automatic Transportation Co. Div., in Chicago, has been appointed general manager of the Yale Materials Handling Div. in Philadelphia, Pa.



Roy L. Wolter—named general manager, Automatic Transportation Co. Div., of Yale & Towne Mfg. Co., Chicago, Ill.

Charles S. Beshore—appointed director of purchases, Automatic Transportation Co., Chicago, Ill.

Robert W. Bruins—named manager of handler sales, The Colson Corp., Elyria, O.



George Bennett (left)—elected president, and Tracy Call (right)—treasurer and secretary, Borroughs Mfg. Co., Kalamazoo, Mich.

Theodore A. Haller—appointed vice president and director of engineering, American Tractor Corp., Fort Wayne, Ind.

W. L. Hutton—named sales manager, M-H Equipment Co., Inc., Dallas, Texas.

J. William Kelly—appointed sales (Please Turn to Page 90)



Can You Answer All These Questions — Pronto?

- (1) *Exactly where is every piece of your equipment?*
- (2) *What is each piece of your equipment doing?*
- (3) *Is it loaded to capacity?*
- (4) *Is it being deadheaded?*
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How is it done ...

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(3) ... deliver to you in a surprisingly few days, your completed, working, SCHED-U-GRAPH DISPATCH CONTROL SYSTEM.

This type of control is so successful ...

because it is planned by experts to meet your exact needs ... you cannot lose a piece of equipment ... you know at a glance what every piece is doing — every piece that is standing idle ... and you can instantly spot special equipment. Little wonder that one trucking company after another is turning to Remington Rand for this unique service.

In addition to controlling equipment ...

the system enables you to get out necessary reports

easily and quickly by a simple method of using the original data directly from the Sched-U-Graph boards. This same information helps to streamline certain phases of your accounting procedures.

Unless your present equipment control and dispatch methods give you the answers to the above questions and do it *PRONTO*, it will pay you to talk with Remington Rand trucking experts. One control idea alone may save you many times the cost of the initial analysis and the Sched-U-Graph boards necessary for complete control.

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DIVISION OF SPERRY RAND CORPORATION

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TURN AISLE SPACE INTO SAVINGS!

Ultra Compact, Sharp Turning

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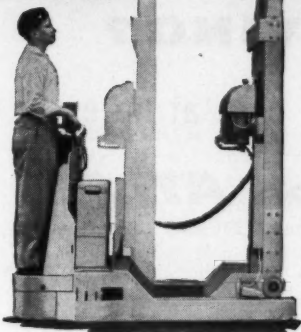
ELECTRIC TRUCKS

Need less room for maneuvering,

...give more space for storage

Pictured here are four of a number of *Automatic Electric Trucks* specially engineered for efficient materials handling in minimum space. Converting aisle space into storage space is, however, but one of many benefits possible from models best suited to your requirements. Why not get all the facts about what these versatile trucks can do for you? Also learn how you can lease the ones you need without 1¢ of capital investment or purchase on convenient budget plan. Send coupon below for complete facts.

ENTIRE
MAST
RETRACTS
36"



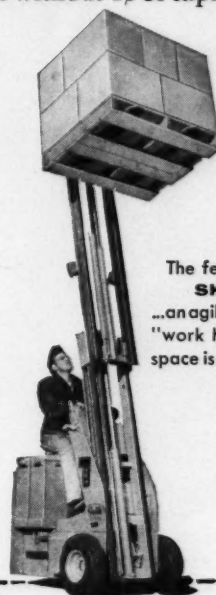
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counterweighted
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"work horse" where
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Good way to save time when your company next transfers personnel (or moves exhibits or displays)—let your local Atlas Agent free you of all the bothersome details. Atlas men believe in taking a little *extra care* every step of the way... from painstaking wrapping and packing to complete unpacking at the new destination. Result: less time lost from the job—fewer complaints and claims—and a morale boost for your transferred personnel. Best move before any move—contact your local Atlas Agent.



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Washington

DA

By Ray M. Stroupe, *Chilton Washington New Bureau*

POWER LACK HELD—Under question is ICC authority over a proposed rail freight handling plan. It would involve the Boston & Maine, New York, New Haven & Hartford, and Delaware & Hudson railroads. One ICC examiner holds that the agency lacks jurisdiction to rule on the proposal. Even if it had jurisdiction, he says, the ICC should disapprove the plan as a restraint on competition.

REPORT HEAVY HAULS—Trucking firms hauled 14 per cent more freight in intercity runs during the January-September period than in the corresponding months last year, the ATA reveals. Truckers moved nearly 41 million tons of freight in the first nine months. Each of the nine U. S. geographical regions recorded an increase this year over the 1954 level.

VESSEL AID ASKED—Government aid is called for by States Marine Lines to permit immediate building of one or more large cargo ships, rated at over 13,000 deadweight tons. Maritime Administration says the firm would use a construction differential subsidy for this project. States Marine indicated earlier an intention to build 30 modified "Seafarer" cargo ships over the next 15 years.

ALTERS LEASE GUIDE—Two modified truck trip-leasing rules will be put in effect March 1 by the ICC. One alters the 30-day-minimum requirement as it applies to auto transporters and tank-truck carriers. The other grants exceptions to the ban against basing payments for use of leased equipment on a percentage of the money earned with that equipment. Pressures are mounting for passage of the trip-leasing bill, S. 898, in 1956.

STORAGE COSTS FALL—Standardization is saving considerable money for the government, according to General Services Administrator E. F. Mansure. His agency set up a standardization program in 1953 which has resulted in lower expenses for storage, distribution, and handling, he observes. Mr. Mansure says there has been a 15 per cent reduction in federal outlays for several thousand purchased items.

NEW GROUPS FOUNDED—Instituted by the trucking industry are two new national groups founded to conform with ICC regulations. A National Motor Freight Traffic Assn. will deal with traffic problems. The National Classification Committee will work on commodity classification and rating jobs. The two groups replace the former National Traffic Committee of the industry.

WOULD REDUCE FEES—Costs of shipping grain and grain products in Southern territory by rail are excessive, two associations of state officials tell the ICC. The Southeastern Assn. of Railroad and Utilities Commissioners and the Southern Governors Conference would settle for joint through freight rates instead of proportional schedules in their territory. In the two groups are representatives from 16 states.

ADOPT SAFETY CODE—Protection for stevedores is the aim of new minimum safety standards developed cooperatively by New York shippers and the U. S. Labor Dept. Adoption of the standards in New York, the first port to put the new rules into practice, climaxes five years of industry-government safety efforts. This program has led to a 14-per cent reduction in work injury rate, says the Labor Dept.

AGENCY IN HEARINGS—Regulation of the trucking industry by the ICC is being examined closely by the Senate Small Business Committee. In hearings scheduled to begin Nov. 30, the group planned to inquire why ICC takes so long to give its decisions on cases involving expanded service. Too often, the committee charges, small truckers drop plans for increasing service, rather than contend with a lengthy processing time.

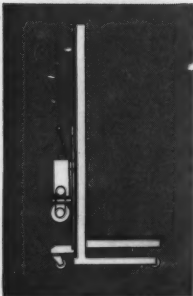
ICC CHAIRMAN RESIGNS—Chairman Hugh W. Cross of the ICC resigned his position effective Nov. 25, "for reasons of health and because of his regard and respect for the ICC and the Administration." In accepting the resignation, President Eisenhower lauded the "constructive contributions" made by Cross to the Commission. He did not refer to the questioning of Cross recently by a Senate subcommittee.

HOPPER CARS SOUGHT—Major railroads have ordered slightly larger numbers of covered hoppers to help relieve the continuing national shortage. On order during the fall were 2,543 hoppers, compared with only 675 a year earlier. About 40,000 of these cars, used in hauling more than 100 different items, are currently in service. Fewer than 38,000 were rolling 12 months ago.

TO ANALYZE RATES—Transportation rate matters are the principal concern of Frank L. Barton, newly appointed consultant to the Senate Commerce committee. Mr. Barton will give special attention to pending rate bills affecting surface carriers. He is the former director, transportation and public utilities division, Federal Supply Service.



Shown at left
is Uplifter
loading high
way truck.



Revolvator
Uplifters:

1000 lb. *
capacity - plat-
form length 24",
platform
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2000 lb. *
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form length 30",
platform
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REVOLVATOR UPLIFTER PORTABLE ELEVATORS you benefit by over 50 years of experience

Multiple use, multiple purpose Revolvator Uplifters, products of 50 years of engineering know-how, solve handling problems throughout all industry. Ideal for shop usage, Revolvator Uplifters also speed handling in the shipping department with equal efficiency. The Uplifter is ideal when no shipping dock is available. Electrically-powered Uplifter portable elevators are available in either "plug-in" or battery operated models. Platform and load are lifted by means of a

highly efficient motor-driven pump, activating a hydraulic ram and two roller chains, guaranteeing safety and ease of operation. Zee bar construction in uprights assures no sway, no binding of the rollers. Today write for full information.

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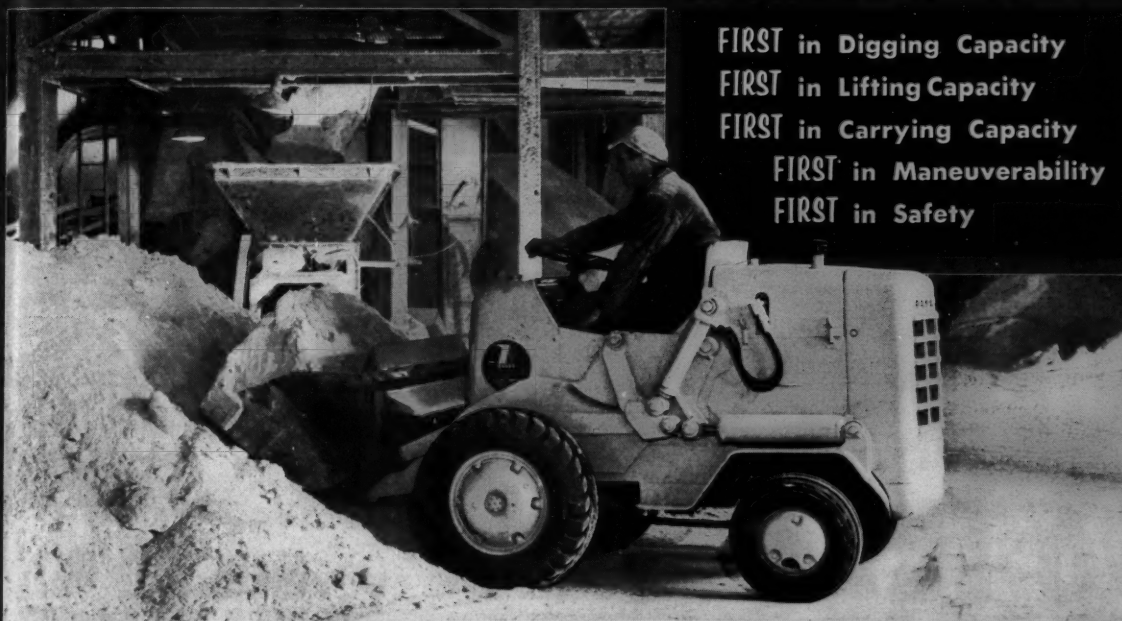
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FIRST in Performance
because it's
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**New Model HA
PAYLOADER®
Tractor Shovel**

with 40 degree bucket tip-back
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FIRST in Digging Capacity
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The 1955 Model HA "PAYLOADER" has gone to work in all kinds of manufacturing and processing plants and has already proven that it is a production champion. It has an 18 cu. ft. bucket — the biggest capacity in its class — and an amazing new bucket action. Long-time "PAYLOADER" users as well as new owners report new highs in production and new lows in bulk-material handling costs with the new HA.

They praise the 40 degree bucket tip-back

at ground level that digs heaped bucket loads easily — up to a ton in weight — and carries them close and low for fast, safe transport without spillage. They like the increased power, the ease and speed of operation that comes from torque converter drive, easy steering and powerful hydraulic brakes.

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☐ On larger 2-wheel drive models

- ☐ On larger 4-wheel drive models
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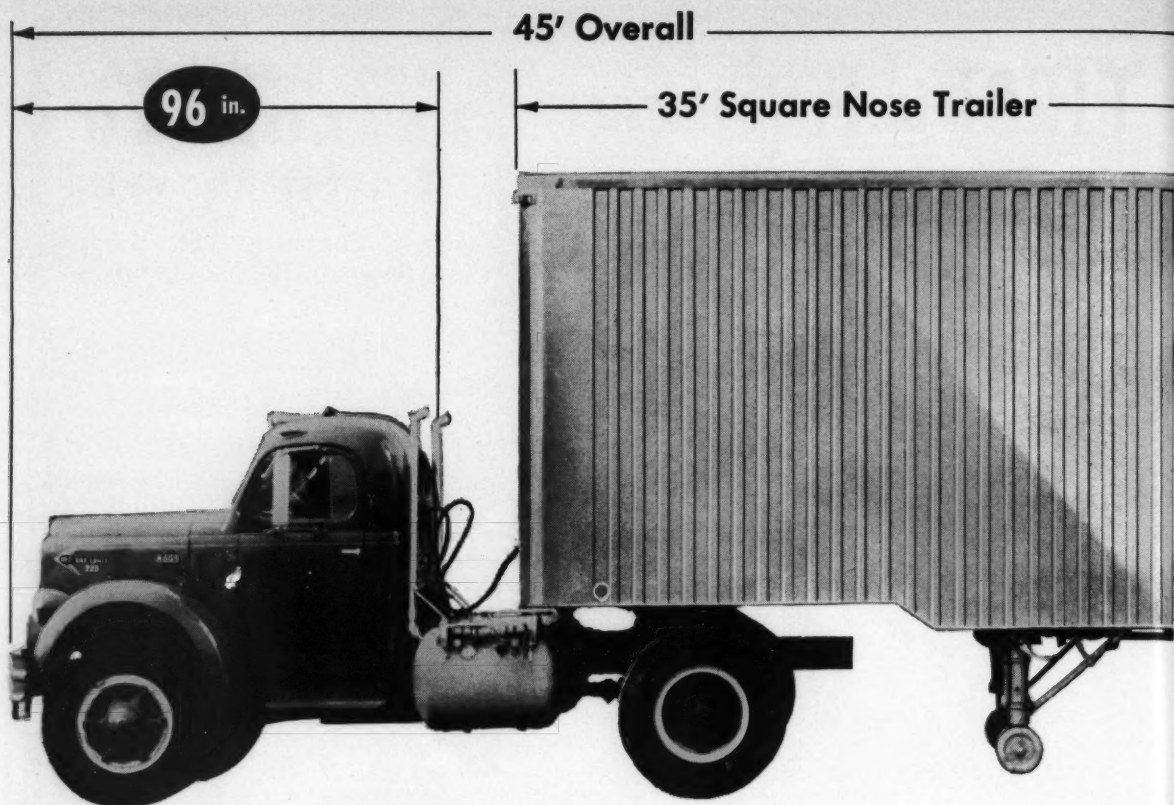
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96" TRACTOR with conventional cab!

Reos Haul 35' square nose trailers in 45' overall

96-in. from bumper to back of cab!

This means bigger payloads for you because a 35 ft. square nose gives extra payload area! More compact, Reo tractors give you more power with less weight. Up to 2000 pounds lighter than others in the 200 H.P. range . . . 2000 pounds more payload! Reo Gold Comet V-8's, gas or LPG—with both advanced wet sleeve construction and short stroke design—are pound for pound the most powerful on the road!

Conventional cab! Yes, you get this vital dimension with all the driver comfort of a conventional cab without an annoying "dog house". There is less heat, less noise, and more leg room in Reo's "full comfort" cabs. They are easier to get in and out of. This means more efficient as well as more comfortable drivers. It means, too, that the engine is much more accessible for servicing. So take a long, close look at Reo—and compare before you decide!

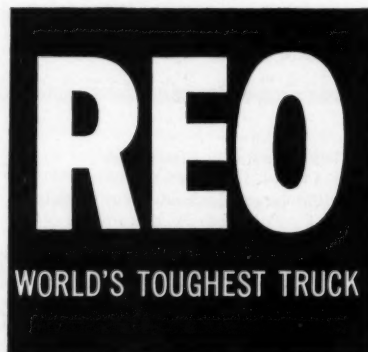
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Tips on Truck Leasing

Truck leasing, non-carrier substitute for ownership, is growing. In 1954 there were 200,000 trucks under lease



DECEMBER, 1955
Vol. 54, No. 12

By Martha Dunlap, *Secretary-Manager, National Truck Leasing System*

IN HIS excellent article in this magazine several months ago entitled, "Does Private Carriage Pay?" (DA, Aug. 1955, p. 32), James J. Walsh, traffic manager of the Mennen Co., asks, "Is private carriage the answer to spiralling freight rates?"

Walsh did not hold private carriage up as the absolute cure for all of industry's transportation ills. Claiming that a particular transportation system found to be perfect for one company might prove ruinous to another company, he suggested that the individual firm can determine which system best suits its operation only after a careful analysis of

all individual governing factors.

Without taking sides in the private vs common carriage controversy, the Mennen traffic manager advises every industrial traffic man to reevaluate his transport operation to determine whether or not he is getting the best possible service at the lowest possible cost—be it private or common.

Truck leasing, a non-carrier substitute for truck ownership, was one of the private carriage tools mentioned by Mr. Walsh as a possibility. In this system, the user leases trucks from the owner under a long-term agreement. The owner provides all services — maintenance, fuel, repairs, tires,

insurance, lubrication, etc.—except the driver. The driver is supplied by the user.

That more and more shippers are giving thought to the possibilities of truck leasing is indicated by industry statistics for last year. In 1954 there were some 200,000 trucks under lease in this country. Half of them were under full-service lease, the other half under finance-type lease. The full-service lease industry volume last year was in the neighborhood of \$2.5 million.

The average cost to a truck renter is estimated to be approximately \$2,500 a year a unit. There are wide differences in this figure, of course, depending on miles driven, type of truck, size of truck, terrain traveled, etc.

At the end of 1954 some three per cent of private truck use was provided by truck leasing firms. In major markets, where truck leasing facilities have been established for a longer period, this figure is closer to five per cent. Some 1,400 firms provide trucks under long-term lease, a majority of them concentrated in the major cities.

Basic Advantages

Basic advantages of truck leasing, as opposed to common carriage, parallel to a certain extent those cited for contract carriage as opposed to common carriage. The National Truck Leasing System, a national organization of truck leasing companies, lists these advantages for their type of service:

(Please Turn to Page 70)

Lexicon of Truck Leasing

1. **TRUCK LEASING**—A non-carrier substitute for truck ownership. The user, or lessee, leases trucks under a long-term agreement from the owner, or lessor, who is engaged primarily in the business of leasing truck equipment. The lessor provides full service for the maintenance of the truck—fuels, repairs, tires, garaging, insurance—everything except the driver. The driver is furnished by the lessee, leaving control of the vehicle wholly with the customer. The vehicle then is operated in whatever capacity the lessee is classified—either private or for-hire.

2. **TRUCK RENTAL**—Identical to truck leasing, except that the vehicle is contracted for a short term of an hour, a day, a week, or a month. It is a simple term of convenience to differentiate from long-term leasing. (Referred to variously as daily truck rental, transient truck rental, rental fleet.)

3. **FINANCE-LEASING**—A long-term contract under which the lessor covers

only the ownership and capital investment in the vehicle. The lessee supplies, in addition to the driver, all repairs, lubrication, fuel, tires, garaging, and insurance.

4. **TRIP-LEASING**—Both driver and vehicle are covered by a single contractual arrangement, frequently on a one-way trip basis with compensation usually based on the load carried. Lessor may be either a private or for-hire carrier, providing service to a lessee who holds necessary certificates.

5. **GYPSY-LEASING**—A term often used to describe illegitimate variations of trip-leasing, carried on as a subterfuge to avoid necessary operating authority and collection of tariff rates.

6. **DRIVER-OWNER**—A long- or short-term contractual arrangement covering the combined services of truck and driver, the latter also being the owner and operator of the equipment.

All Roads Lead to Alaska

With sea-going freight trains and highway trailers going into the Territory on regular schedule, and with a new motor-rail service available, Alaska's 'shipping future' appears more promising than ever

NEW developments in the trans-shipment of goods from the United States to Alaska give promise of a vastly improved shipping pattern between the Territory and this country — involving faster schedules, more reasonable rates, and a higher degree of regularity.

In the past, abnormally high distribution costs between the U.S. and Alaska have worked a hardship on all concerned. These costs have helped retard development of the territory. They have caused serious problems to those traffic managers who are routing shipments to Alaska. They also have kept this vast and rich market at least partially closed to many stateside firms who have felt that the high shipping costs would not permit adequate returns on the goods.

Look to the Future

Now, through at least three new methods of shipment, Alaska's traffic patterns appear brighter than ever. A sea-going freight train system, in which loaded freight cars are towed north on huge barges, has met with considerable success.

A similar system involving loaded trailer vans is being of-

fered by at least two separate firms (see DISTRIBUTION AGE, Dec. 1952, Page 24). In addition, a Minnesota freight expeditor is offering Midwest and Eastern shippers a rail-motor service to Alaska and Western Canadian territories (see box on Page 30).

Sea-Going Freight Cars

Some two years ago freight trains started moving in and out of Alaska on 2,300-ton barges from the Port of Tacoma to rail terminals at Ward Cove, near Ketchikan, Alaska. The barges, which carry up to 20 freight cars on four sets of tracks, are towed north by sea-going tug boats supplied by the Foss Launch & Tug Co., of Tacoma.

All major railroads are cooperating in this unique service, with the Chicago-Milwaukee road supplying the barge ferries and the port terminal in Tacoma.

The barge line hauls chemicals and other supplies to the \$47-million pulp plant of the Ketchikan Pulp & Paper Co., constructed recently at Ward Cove. It returns from the Alaskan stop with finished products produced at the pulp plant.

A joint railroad-barge shipping rate has been worked out which

substantially is lower than prevailing rates. Other advantages of the operation include the elimination of stevedoring costs at both ends, and minimization of damage and pilferage losses through shipment in sealed cars.

Bulk tanks also are planned for the cars, to accommodate future production demands at the pulp plant. The tanks will enable a barge to carry 1,000 tons of liquid caustic soda to the plant, while chlorine will be carried in tank cars on the top deck of the barge.

The barge trains are towed north through the long Inside Passage Route, which offers tranquil waters the year around. The average round trip is made in eight days. All Puget Sound loading is done at the Milwaukee Road's rail-water terminal, which is equipped to handle all type cars.

Eventual plans call for docking at railheads in other Alaskan ports, so that freight cars can be rolled off the barge and hauled over established rail lines to the interior.

Sea-Going Trailer Vans

For the past four years, Alaskan Freight Lines, Inc., of Seattle, has been shipping packaged cargo in

1. Huge crane lifts loaded freight van and places it on open deck of barge

2. Fully loaded vans wait to be lifted on barge. Each barge takes 18 vans

3. Refrigerated vans spotted in close formation, wheels blocked above deck

4. Three mobile cranes load loose cargo in holds. Vans are stowed on deck

By A. R. MacPherson

loaded trailer vans from this port by means of sea-going barges which also travel the Inside Passage Route. The fully loaded freight vans are carried on the open decks of the barges.

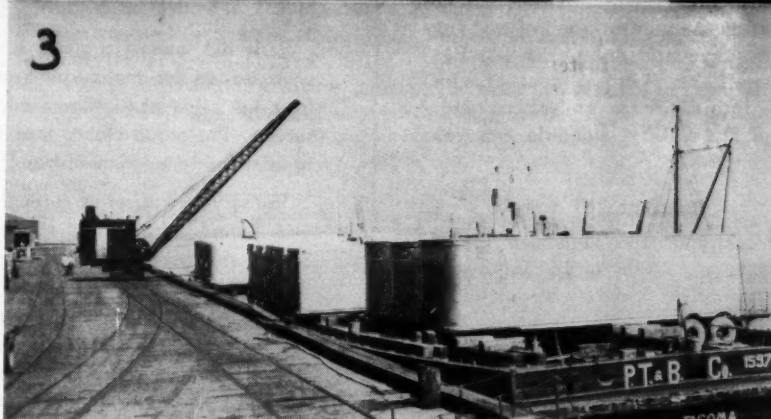
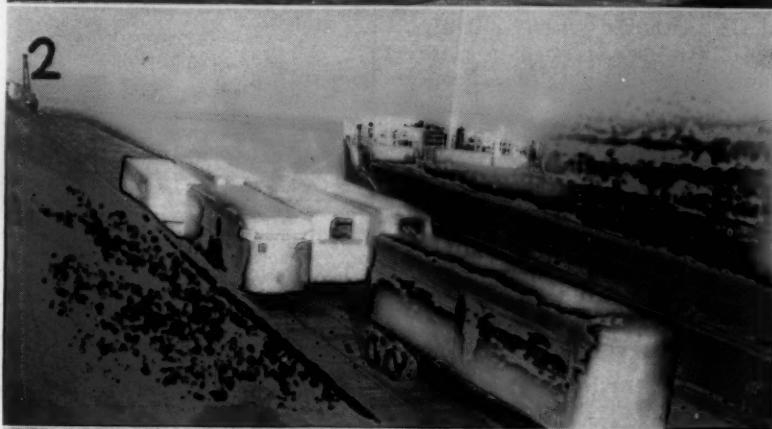
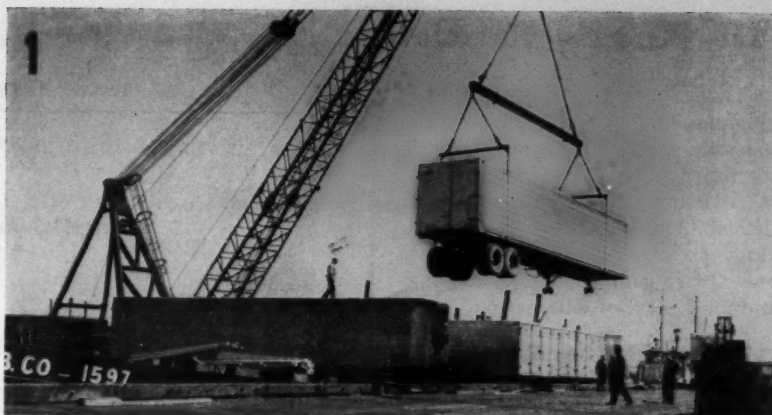
The firm also owns a fleet of more than 150 trucks in Alaska, hauling freight destined for military bases in the territory. During the hard winter months, the firm uses its snow plows to keep the roads open, thus providing year around service.

The trailer vans may be loaded at any point in the western states, hauled by truck tractor to Seattle, and unhitched at dockside. Here, a heavy mobile boom crane hoists the loaded freight van off the dock and deposits it on the barge deck. Arriving in Alaska, the loaded trailers are set on the docks and hauled by truck tractors to their final destination.

Lower Handling Costs

Such a unique operation considerably reduces the handling charges involved in customary methods of loading packaged cargoes. Ordinarily, packaged cargo is loaded onto a truck or railroad car, transported to the dock, unloaded, then loaded aboard ship

(Please Turn Page)



All Roads Lead to . . . (Continued from Preceding Page)

by gangs of longshoremen. When the ship reaches its destination the process is reversed, resulting in additional handling charges. By employing the sea-going trailer vans, packaged cargo is handled only at two points; point of origin, and final point of destination.

Deck Loading

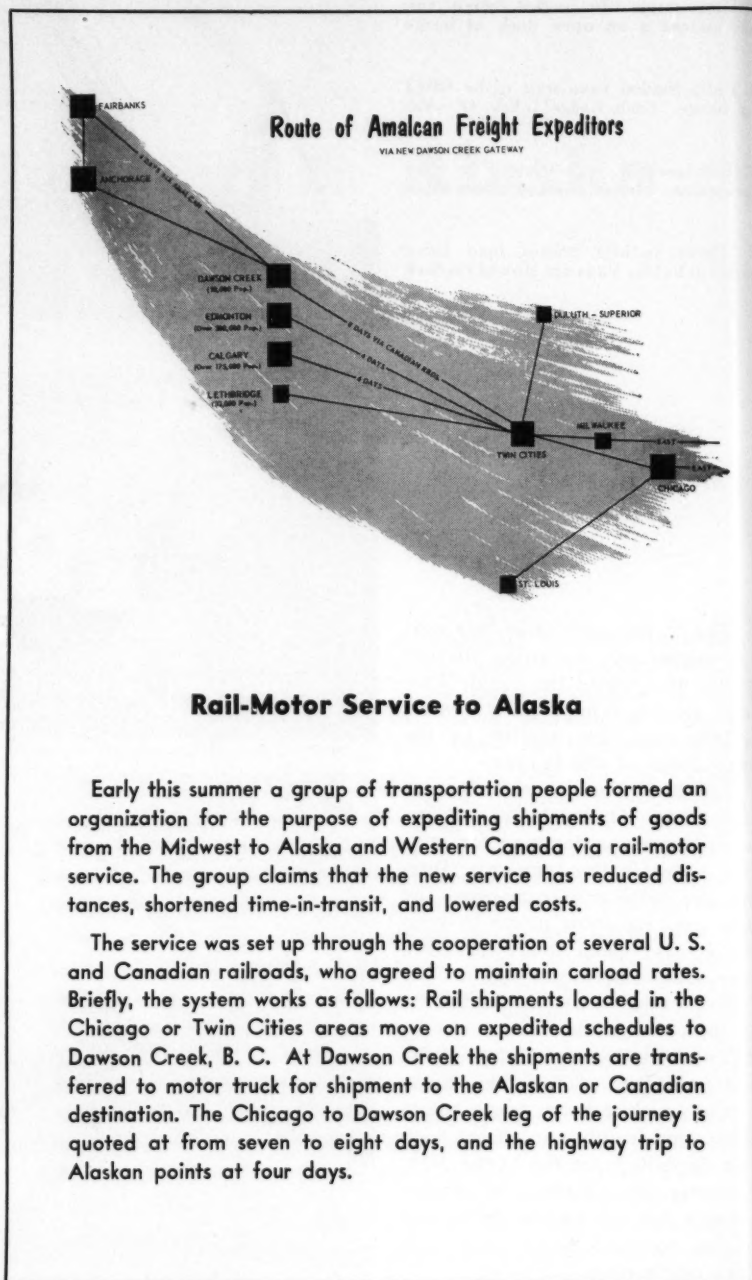
The freight vans are set up on the open-deck barges on large blocks, with the wheels slightly above the deck, spotted in close formation, with 18 vans to a barge. Heavy chains, which are shackled to iron rings in the decks, are secured tightly to the vans to keep them from coming loose during the six-day voyage from Puget Sound to Alaska. The tugboats and their barge tows must emerge into the open sea and cross the stormy Gulf of Alaska after negotiating the Inside Passage.

Each of the tugboats is equipped with radar, which enables it to safely navigate the often fog-shrouded and narrow Inside Passage in any kind of weather, thus maintaining an unbroken twice-weekly sailing schedule the year around.

Refrigerated Cargo

Many of the vans are reefers carrying fresh meat, fruits and vegetables which are loaded in California and hauled by highway route to Seattle. Approximately three tons of dry ice are placed in each food van for refrigeration, which is sufficient to maintain low temperatures in the reefers for a period of eight days.

For the first two years of operation the firm shipped only military supplies to the Army and Air Force Bases in Alaska. Now, however, they transport all commercial package freight offered them. The loose freight is loaded into the hold of the barge by large mobile dock cranes—1,200 to 1,400 tons of freight to each barge. This makes for a doubly profitable freighting operation when loaded freight vans are carried on the



Rail-Motor Service to Alaska

Early this summer a group of transportation people formed an organization for the purpose of expediting shipments of goods from the Midwest to Alaska and Western Canada via rail-motor service. The group claims that the new service has reduced distances, shortened time-in-transit, and lowered costs.

The service was set up through the cooperation of several U. S. and Canadian railroads, who agreed to maintain carload rates. Briefly, the system works as follows: Rail shipments loaded in the Chicago or Twin Cities areas move on expedited schedules to Dawson Creek, B. C. At Dawson Creek the shipments are transferred to motor truck for shipment to the Alaskan or Canadian destination. The Chicago to Dawson Creek leg of the journey is quoted at from seven to eight days, and the highway trip to Alaskan points at four days.

deck of each barge. However, all barges do not carry the vans except as offered.

Freight Handling

Ten load-grab fork trucks are employed at the Seattle dock for transporting the loose freight

from the warehouse to the dockside of the barge. Here, mobile boom cranes hoist the assorted packaged freight into the holds of the barges, while a one-wheel lorry crane lifts the heavily loaded freight vans from the dock onto the decks of the barges. •

In a successful effort to increase storage space by 100,000 cu ft in this one-story warehouse, the 100-ton roof was raised a total of five ft, one-quarter in. at a time, by a crew of six men, operating 150 screw jacks. The new elevation now permits four-high stacking

THE Brightman Distributing Co., of St. Louis, Mo., recently added 100,000 cu ft of storage space to its one-story warehouse by literally raising the roof.

This roof-raising project was completed in a minimum of time, at a cost of approximately \$25,000. Brightman officials claim this expense is considerably lower than a new 100,000-cu ft building would have cost.

Brightman handles refrigerators, television sets and radios for the Admiral Corp. The building expansion became necessary when, several months after completion of the original structure, it was noted that refrigerator volume had increased 100 per cent.

Roof Raised 5 Ft

The 100-ton roof was raised a total of five ft, $\frac{1}{4}$ in. at a time, by a crew of six men, operating 150 screw jacks. A crew of bricklayers laid the new wall strip as the roof was being raised.

No change was made in the construction of the ceiling. The truss supporting the roof is of open design, thus leaving the beams exposed.

Fire Protection

The air-conditioning ducts, sprinkler heads, etc., suspended from the roof-supporting beams in the initial installation, now remain the same distance from the floor, by extension of the hangers on which they were originally mounted.

The increase in space to be cooled does not affect the overall efficiency of the air-conditioning system. However, the unit is in operation for longer periods of time.

St. Louis Distributor Raises the Roof

By Myra Hildebrand

Aisle space is provided for air circulation. The possibility of damage to the air ducts or sprinkler heads from merchandise stacking operations is considered negligible, inasmuch as the merchandise is arranged in "islands," leaving ample space through which the ducts and heads travel.

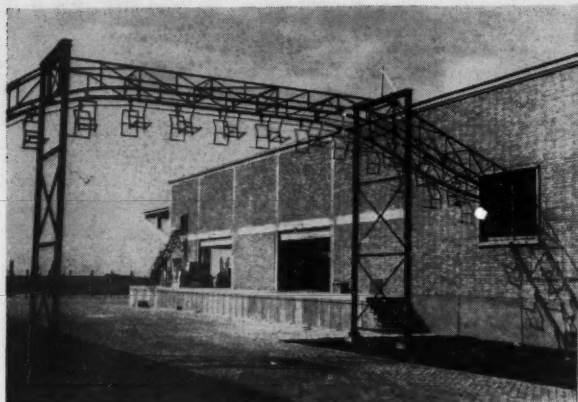
The new five-ft elevation now permits four-high stacking of re-

frigerators and large television sets, compared to three-high stacking within the original storage area.

Since the original building was designed for high-lift fork truck operation, the materials handling and distribution systems were not disturbed by the roof raising, and no additional handling equipment was needed. •

Five-ft roof elevation now permits four-high stacking of refrigerators and large television sets. Storage space is increased 100,000 cu ft





Transport and handling is done largely by conveyors in this fruit warehouse and packing station in Rotterdam



Four grading units, capable of handling 100 tons of fruit a day have been installed in the packing and grading room

A Look at European Storage

Gives a representative view of industrial development including receiving, packing,

The Netherlands

Distribution Center

Warehouse and packing station is claimed to be the largest of its kind in Western Europe

A fruit growers cooperative group has erected on the former Waalhaven Aerodrome site, in Rotterdam, what is claimed to be the most up-to-date and probably the largest cold storage warehouse and packing station of its kind in Western Europe.

Built on a three-acre site, the buildings have a 812,250 cu ft content and are divided into three sections: receiving, grading and packing, and shipping.

At present, road vehicles unload at the receiving platform and the boxes of fruit are removed by clamp trucks. The boxes are stacked not more than six high in conveniently arranged lots for grading.

Four new type graders, capable of handling 100 tons of fruit a day, or about 20,000 tons a year, have been installed. The four packing tables, each of which can accommodate 16 packers, have a capacity of about 2,000 bushel boxes a table a day.

So that the fruit can be seen in its natural color, the lighting above the packing tables and in the shipping dept. is colored blue-white, while the windows are provided with thermolux glass on one side. For

winter use, a special heating plant has been installed above the packing and grading machines. This equipment radiates the heat downward and makes it possible to heat certain areas without seriously affecting the temperature of the dept. as a whole.

Internal transport and handling is done largely by roller or overhead conveyors. Electric telescopic equipment is used for stacking. Normally, 180 persons are employed in the packing dept.

After grading and packing, the fruit passes into the shipping dept. and if it is to be auctioned, arranged in lots according to variety and quality.

The cold store consists of four refrigerating rooms with a joint capacity of 1,000 tons of fruit. Cooling is effected by ammonia and brine.

New Trade Building

Roads built for automobile or truck travel within building facilitate goods movement

The Wholesalers' Building in Rotterdam is claimed to be unequalled in size by any building in Western Europe, as well as being the first building of its kind on that continent.

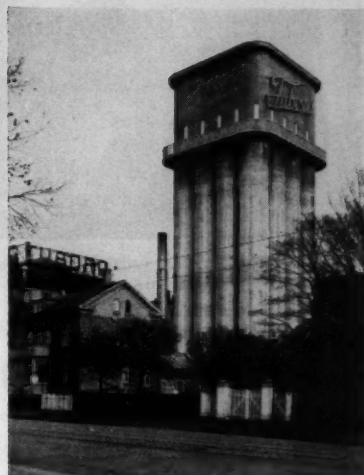
This wholesale trade center has approximately 1,377,000 sq ft, and provides office space, reception rooms, showrooms, and storage space for the various commodities. Building design calculations were based



Wholesale trade center in Rotterdam has 1,377,000 sq ft of space. Volume of traffic is 600 tons of goods a day

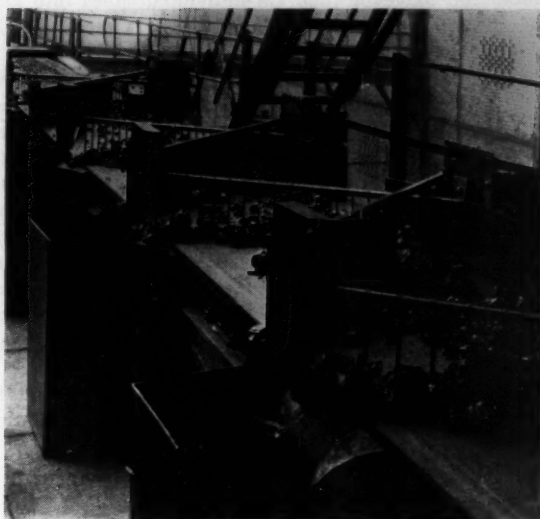
and Handling

By John Grindrod
DA European Correspondent



Malt silo and water tower reservoir built at Copenhagen - Hellerup, Denmark

Non-vibrating surface features conveyor unit introduced in Manchester, England



shipping, storage and building construction

on traffic representing some 600 tons of goods a day.

To facilitate the movement of goods, three roads were built for automotive travel within the building. These roads, on three different levels, make it possible to directly reach by car or truck, some 30,000 sq meters of 80,000 meters of space devoted to storage.

Some 400 automobiles and 2,500 bicycles can be accommodated in a basement garage, which includes a service, repair, and filling station.

The building has an overall length of 722 ft, a width of 279 ft, a maximum height of 131 ft, and a total cubic content of 609,500 yards. The unit is complete with air-conditioning, central heating and sprinkler system, and the internal transportation system is equipped with elevators and fork trucks. The road approaches include a built-in heating installation to keep them free from ice and snow.

Denmark

Multi-Storage Unit

The 1,350 cu meter water storage unit rests on 16-cell silo having a 3,100-ton capacity

A new silo-cum-water reservoir, for storing water and barley or malt, has been constructed at Copenhagen-Hellerup, Denmark. The 1,350 cu meter water

storage unit rests on a 16-cell silo which has a capacity of 3,100 tons.

Fifteen of the circular cells and eight of the intervening spaces are used for the storage of malt or barley, while the 16th cell serves as an elevator shaft and staircase. The ninth intervening space is used as a conduit for pipes and electric wiring.

Malt is carried to the 15 plus 8 cells through a pneumatic conveying pressure plant with a capacity of five tons of malt an hour. Air pressure is supplied by an air pump, from which the conveyor tubes are
(Please Turn Page)



New bulk flour truck unit, claimed to be the first of its type, can deliver to bins up to 100 ft above ground level

... Storage and Handling

(Continued from Preceding Page)

carried about 65 ft up to the roof of the malt house.

After crossing the loft, the tubes are taken across the yard at an angle of 45 deg up to the space between the water tank and the silos where the conveyor tubes are connected to the distributor unit. The latter, operated by electric remote control, leads the malt from the conveyor tube via individual tubes into any one of the 23 cells, and leads the air from the cells to a dust filter fitted with an automatic beater.

The malt is carried from the 23 cells to the brew house through a pneumatic suction conveyor system, with a capacity of five tons an hour. A nozzle in the bottom of each cell controls the rate of malt supply to the main conveyor tube. The latter is carried through a subterranean duct from the silo to the brew house, where the conveyor moves the malt to a receiver and then to an automatic weighing machine.

The collector unit also has electric remote control which operates the weighing machines in such a way that the transport of malt stops automatically when the desired quantity has been obtained.

The water tank is filled and emptied by electric remote control and is operated either by hand or automatically by a water-level float in the reservoir.

Great Britain

Screen Conveyor

Overloading doesn't cut efficiency nor does moisture content of material cause blockage

A screen conveyor, for the conveying and grading of coke, coal and other materials, has been introduced in Manchester, England.

A unique feature of this equipment is that the material to be graded is carried on a non-vibrating surface throughout the screening process, and combines distribution with grading by progressive elimination without causing vibration in the supporting structure.

Basically a normal flat band conveyor, the device has, in addition, several comb-like screening units

mounted above the band at an angle across the line of travel. To prevent clogging, these units are fitted on flexible rubber and steel mountings and are provided with electric vibrators which impart oscillations of high frequency and low amplitude to the units at a low power rating.

As the conveyor grades in descending order of size and the carrying surface is non-vibrating, little damage is done to the material handled as may happen where large pieces have to pass through a number of oscillating devices before grading is completed.

Even when overloaded the equipment operates efficiently, and the high moisture content of the coke or other foreign material does not cause a blockage at the screening elements.

Capacity depends on width of band, and overall length and screening gages can be varied according to requirements.

Bulk Flour Handling

New type truck unit has capacity of 850 cu ft, with holding capacity of about 14 tons

A new type bulk flour truck which can deliver the commodity to bins up to 100 ft above ground level, has been placed in operation by the Scottish Co-operative Society, Edinburgh, Scotland.

Claimed to be the first of its type in Great Britain, the truck unit has a capacity of 850 cu ft. Holding capacity is about 14 tons, while the permitted payload on this particular chassis is about 12½ tons.

Gravity loading of the vehicle is effected by way of three rectangular hatches at the top of the body. These are fitted with special rubber seals which prevent air loss and keep the flour free from contamination. They also are fitted with textile diaphragms which permit escape of displaced air during loading.

Discharge is effected by means of three dischargers, one of which is fitted at the base of each of these longitudinal hopper bays in the bottom of the vehicle body. The hopper bays slope to the rear of the truck where a transverse collecting chute, equipped with two short type conveyors, receives the flour and feeds it into two blowing seals which meter it into the conveying air stream. A positive displacement blower mounted under the framing at the forward end of the body supplies air for the dischargers.

Air for elevating the flour to the bakery is supplied by a two-stage positive displacement blower. A common shaft, driven from the power take-off on the gear box of the vehicle, drives both blower units. This shaft also drives the chain-driven blowing seal.

The rate of discharge can be varied from zero to maximum by adjusting an air valve. Discharge can be to a single bakery intake pipe or to any one of a number of existing pipes. Under normal conditions a full load can be discharged in about 45 min.

The discharger consists of a shallow trough closed at the top by a porous medium on which the flour rests. Compressed air is introduced into the trough below the medium and, blowing through the flour mass above, aerates and fluidizes the flour so that it will flow along an incline as low as six deg. •

THIS year of 1955 has been an exciting one for transportation, although comparatively little progress has been made in bringing it to the magic state of the year of transportation decision, which was generally and hopefully prophesied by railway officers in the early months of 1955. (See "Hope for the Railroads if 1955 is a Year of Decision," DISTRIBUTION AGE, Mar., 1955, p. 34.)

However, there seems little doubt that the coming 12 months will prove to be a year of transportation decision, regardless of whatever your particular conception happens to be of just what might constitute decision in transportation.

I presume there is little doubt that among you the Weeks Report has not met with the unanimous approval of the railroads, and the unanimous disapproval of the truck lines. This is a conclusion which becomes reasonably obvious as you move around and discover that the railroad and truck opinions of the non-publication nature do not conform strictly to the line of demarcation which has been publicly drawn.

Incipient Ulcers

There is a certain amount of apprehension in some railway quarters about the question of how to proceed to take advantage of less regulation. As a result, I have come to the conclusion that the Weeks Report has planted a rather sizeable crop of incipient ulcers among that diminishing breed of railroad man who follows the dictum of taking one small-sized molehill and assiduously building it into one king-sized mountain.

On the other hand, the common carrier trucker does not dislike thoughts of achieving a finer definition of contract, private and exempt hauling, knowing, as he does, that there is a considerable volume of tonnage now moving in those quarters which should be released from such unregulated captivity and placed in competition among the common carrier truckmen. Obviously, any traffic so released becomes a target among common carrier truck haulers, rather than a target among common carrier rail and truck haulers.

More than a few attempts have

Transport Policy

What Happened to the Year of Decision?

"Should fair shares of traffic be doled out among transportation carriers by a so-called antiquated legislative body, or should those carriers compete for and earn, a fair share of available traffic?"

By Warren W. Brown
President, Monon Railway

been made to cloud this controversy over the Weeks Report. Not all of them have been unsuccessful. In fact, I think enough of these water-muddying tactics have been accepted so that the basic intent of the Weeks Report has become obscured.

\$700 Million Yearly Loss

For instance, in a spirit of magnanimity, the inland water carriers avow that the biggest problem in the railway industry is the passenger loss. This amounts, according to the ICC formula, to some \$700 million a year. It is represented that if the railroads could just have relief in this one quarter alone, they wouldn't need the other items which are proposed. So, why not give them this and forget the rest.

The difficulty is that the \$700

million exists on paper, and if all of the railroads all over the country could discontinue passenger service tomorrow, they couldn't put any \$700 million in the bank.

The item in the Weeks Report intended to give railroads relief from state commission passenger decisions is only a minor measure of assistance because it could be utilized merely in those flagrant cases of state provincialism. I consider that the railroad industry would be fortunate to realize one per cent of \$700 million by discontinuing overnight, the most hopeless of services.

Antique Dealers

As I have come to understand transportation, the purpose of the Weeks Report is to eliminate today's artificial apportionment of traffic by the ICC, which, unfortunately, has been brought by legislative dictum to the point where it is forced to be a collection of antique dealers.

You may state the purpose of the Weeks Report as the committee phrased it, or you may write it a hundred different ways, but the only question before the floor is whether or not you want to see

(Please Turn to Page 66)

Editor's Note: Mr. Brown's remarks were excerpted from a speech made at the annual meeting of Delta Nu Alpha recently held in Wilmington, Del., at which time he was presented with the Fraternity's third annual Transportation Man of the Year award. (See Chunting the News, Page 17.)

'Fight Talk' Dominates Trucking Convention

'Fight for Survival' is the underlying theme as more than 3,000 trucking executives gather in Washington at the ATA's 22nd Annual Convention to discuss 'a threat to the industry' posed by the Cabinet Committee Report

NEIL J. CURRY, outgoing president and new chairman of the Board, established the theme at the 22nd Annual Convention of the American Trucking Associations in Washington Oct. 16-21, when he pledged the industry to "fight the railroads' threat to take away from the American people the most flexible form of transportation in the world."

Curry, who is president of California Cartage Co., Los Angeles, Calif., told the assembled trucking executives that the industry's "fight for survival" involves two major proposals scheduled to come before Congress in its next session.

Policy and Finance

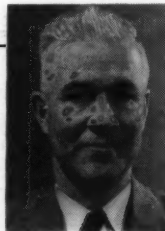
"These proposals," he said, "include proposed changes in the national transportation policy developing from the so-called Weeks Report, and a new highway program shifting a disproportionate share of highway financing to the nation's trucks."

Curry's theme was carried throughout the entire six-day convention, both in general sessions and at meetings of the 10 carrier conferences conducted concurrently with the convention.

An indication of the Associa-

tions' concern over what it calls a threat to survival, lies in two major resolutions adopted by the group.

The first resolution reaffirms ATA's support of federal construction and financing of the 40,000-mile Interstate System and their willingness to pay a fair share of any necessary tax increases. The second resolution re-



Walter K. Cabot
General Traffic Manager

Johnson & Johnson
New Brunswick, N. J.

Mr. Cabot, who also serves as president of the Eastern Industrial Traffic League, was given the ATA's coveted annual Progress in Transportation Award in recognition of his work in traffic management and with various shipper organizations to further shipper-carrier cooperation.

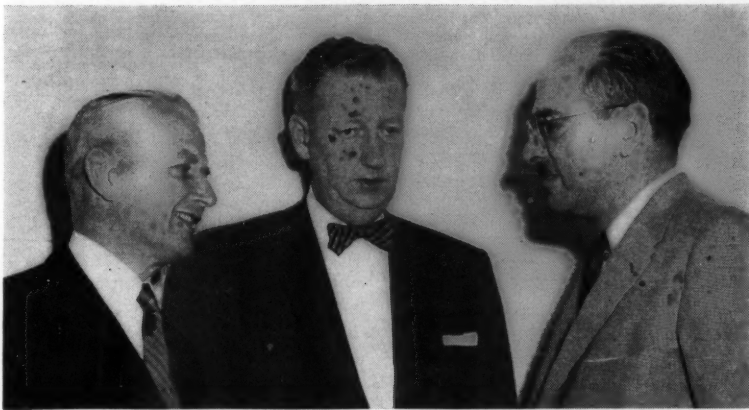
In accepting the award, Mr. Cabot said that some of the credit should be given to shippers and to shipper-carrier organizations which had given him the privilege of working with them, as well as to the management of his own company.

iterated ATA's complete opposition to the Cabinet Committee Report on Transport Policy and Organization, and its proposed enabling legislation.

In addition, an official declaration named Curry to conduct the industry's fight against S. 1920. In this connection, a survival fund of \$1 million was approved by the Executive Committee, with a



These members of the Executive Committee were photographed as the last official action at the Annual Convention. Shown in the center of the first row are C. J. Williams, newly elected president, and Neil J. Curry, new chairman of the Board. Other members pictured in first row (l. to r.) are: Harry L. Gormley, New Castle, Pa.; Henry E. English, Dallas; John M. Akers, Gastonia, N. C.; Chester G. Moore, Marathon, Fla.; Jack Cole, Birmingham, Ala.; Ted V. Rodgers, Sr., Scranton, Pa.; C. J. Williams; Curry; R. C. Williams, Russell, Kan.; A. E. Cudlipp, Lufkin, Tex.; Richard A. Moran, Providence, R. I.; Guy Rutland, Jr., Hapeville, Ga.; Peter D. Serra, Lyndhurst, N. J., and Ray A. Brown, Bettendorf, Ia. Second row: James B. Godfrey, Jr., Detroit, Mich.; E. J. Buhner, Louisville, Ky.; B. A. Fisher, Billings, Mont.; A. Ewing Greene, Sr., Kingsport, Tenn.; George T. Howard, Dallas; R. Y. Sharpe, Winston-Salem, N. C.; Barclay W. Fox, Linden, N. J.; E. W. Krause, Ft. Wayne, Ind.; L. E. Whitlock, Stafford, Kan.; John J. Gill, Providence; Julius Gaussoin, Portland, Ore., and J. Albert Kramer, Philadelphia, Pa. Third row: R. Stuart Moore, Oakland, Calif.; Gus H. Nieman, Spokane, Wash.; Robert B. Lytal, Portland, Ore.; Henry J. Pariseau, Manchester, N. H.; E. G. Rice, Detroit; W. R. Staggs, Texarkana, Tex.; Kenneth C. Herriott, East Palestine, O.; E. W. Huber, Louisville, and Clarence W. Finkle, Jr., Clifton, N. J. Fourth row: Floyd B. Noerr, Lewistown, Pa.; George V. Eastes, Seattle; A. A. Fowler, Sr., Kansas City, Mo.; Paul Schuster, Colchester, Conn.; Roger Wooleyhan, Wilmington, Del.; H. J. Horan, Waterbury, Conn.; L. B. Brown, Dallas.



New top-level officers of the American Trucking Associations, Inc., are (l. to r.): C. J. Williams, Hillside Transit Co., Inc., Milwaukee, Wis., president; Neil J. Curry, California Cartage Co., Los Angeles, Calif., chairman of the Board, and R. C. Williams, R. C. Williams, Inc., Russell, Kan., first vice-president. All were elected at the close of the 22nd Annual Convention of the ATA in Washington, D. C., Oct. 21.

greater part of the amount already pledged or raised.

C. J. Williams, of Hillside Transit Co., Milwaukee, Wis., was elected president of the Association. Other officers named were: R. C. Williams, of R. C. Williams, Inc., Russell, Kan., first vice president; A. E. Cudlipp, Lufkin Foundry & Machine Co., Lufkin, Tex., second vice president; Richard A.

Moran, W. J. Halloran Cos., Providence, R. I., third vice president; Guy Rutland, Motor Convoy Co., Hapeville, Ga., fourth vice president; John M. Akers, Akers Motor Lines, Gastonia, N. C., treasurer, and Chester G. Moore, re-elected secretary.

Named vice presidents at large were: H. J. Horan, Waterbury, Conn.; Barney Cushman, Chicago,

Ill.; G. V. Eastes, Seattle, Wash.; K. C. Herriott, East Palestine, O.; R. Whit Lee, Oklahoma City, Okla., and J. B. Godfrey, Detroit, Mich.

Mornings of the second and third days of the Convention were given to meetings of the ATA carrier conferences.

Contract Carriers

E. G. Rice, of Detroit, was elected chairman of the Contract Carriers Conference. Rice is president of the Complete Auto Transit Co., Detroit, Mich. Other officers named were: Charles T. Livezey, Ohio Cartage Co., Columbus, O., vice-chairman; R. A. Brown, Meadows Transfer Co., Bettendorf, Ia., secretary, and H. B. Worrell, Hunter Cartage Co., Streator, Ill., treasurer.

Lester J. Dorr, executive secretary of the National Industrial Traffic League, told the group, "Contract carrier rates should be based upon the circumstances, characteristics, and cost of performing the service—and not upon the effect of the rates on other types of carriers."

G. D. Sontheimer, ATA director of safety, also addressed the

(Please Turn to Page 72)

Traffic Management via Centralized Control

NATIONAL Distillers' traffic department is organized on a functional basis, with centralized control as shown in the accompanying chart. The department consists of a General Traffic Department in New York headed by a director of traffic, who reports directly to the president of the corporation, and of division traffic departments at the various beverage and chemical plants.

Division Managers

On procedure and methods, the division traffic managers are responsible to the director of traffic for answers to all questions on rates, routes, movement of products, purchases, transportation equipment and warehouse arrangements. However, these responsibilities sometimes are delegated to plant traffic departments when considered necessary for the smooth functioning of traffic activities; but only on specific instructions.

One of the major responsibilities of a traffic department is to see that its company has a fair basis of freight rates for purchases and sales from and to its plants. At the same time, wherever possible, it should be the aim to place the sales department on an equal, if not better, basis of rates than competitors.

To accomplish this objective, it is necessary that the traffic department be highly skilled in the freight rate structures of railroads, truck lines and barge companies. In a corporation the size of National Distillers, with the numerous commodities it sells and buys, with its various and widely scattered

plants, and with its national and world-wide distribution, it is necessary that the control and negotiations with carriers regarding rates and services be centralized in the general traffic department in New York. A central control authority on rates eliminates confusion and permits a rate policy consistent with the corporation's needs.

This central control of rates does not, however, relieve the plant traffic departments of the responsibility to analyze their rates and report the results of such investigations, together with recommendations on rates to and from particular plants. Only through such coordination of information between the plants and the head office can one arrive at a fair and equitable basis of rates.

Departmental Cooperation

In order that other divisions may fully utilize the cooperative services of the traffic department, it is

**National Distillers Products Corp.
has organized its traffic department
on a functional basis. The division
traffic managers are responsible to
a director of traffic, who is, in turn
responsible directly to the president**

made aware of all new projects, changes and contracts in effect or being negotiated, that in any way will be affected by transportation. By so doing, the necessary survey of rates, transportation and equipment, that may be required, can be made and interested departments kept informed.

Contracts made for the sale of the corporation's products and the purchase of raw materials always involve rates, transportation equipment, schedules of shipments and arrivals at plants. So that everyone may be posted and contribute his part to make things go smoothly, contracts are referred to the General Traffic Department before being executed.

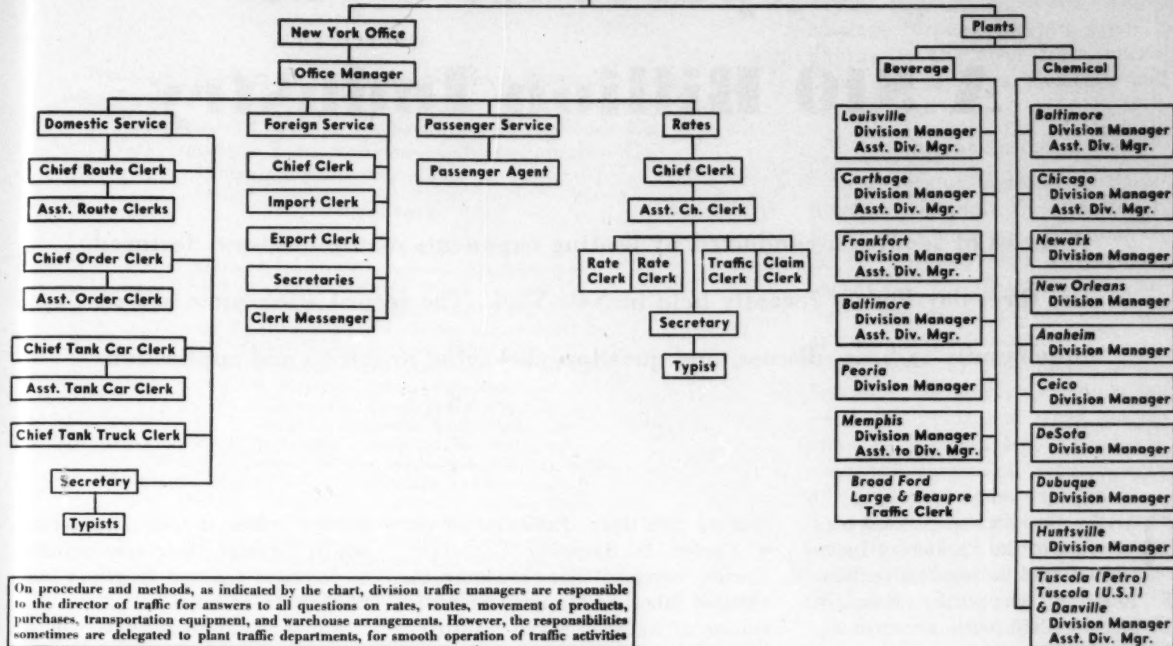
The traffic department also is concerned with developing methods of distribution. The movement of merchandise and the method of transportation never is static. Changes are constantly being made in the type of carrier used, such as

**President
National Distillers Products Corp.**

Director of Traffic

Asst. to Director of Traffic

Beverage Industry



On procedure and methods, as indicated by the chart, division traffic managers are responsible to the director of traffic for answers to all questions on rates, routes, movement of products, purchases, transportation equipment, and warehouse arrangements. However, the responsibilities sometimes are delegated to plant traffic departments, for smooth operation of traffic activities

rail to barge and truck to rail. The type of equipment used is constantly changing.

For example, small buyers, who have been purchasing in drum lots, may increase purchases to tank truck or car lots. For such reasons, the General Traffic Department is daily checking and watching changed methods of transportation to see if they can be applied to the corporation's operations; so that facilities may be improved and freight bills reduced.

Consolidation of Information

It is, therefore, of the utmost importance that various corporate divisions bring to the attention of the traffic department all transportation problems, so that the knowledge already on hand, or readily obtainable, may be applied to such problems for solution and increase in business.

To complete a sale or purchase, the commodity must be delivered

By Carl P. Greeley
Director of Traffic
National Distillers Products Corp.
as told to

John H. Frederick
DA Transportation Consultant

to the buyer or at a producer's plant, quickly, economically and safely. National Distillers has discovered that one of the most fertile fields in which to realize economies is in the movement of its chemical products in bulk; thus eliminating packaging and handling costs to a great extent.

Over the past few years, the introduction and use of tank cars, tank trucks and bulk barges have made tremendous strides in the moving of liquid and solid chemicals. To secure the maximum efficiency of this newer type of transportation it is necessary that the production and sales departments assist in any new projects, as it is

not possible or feasible for the General Traffic Department to go it alone.

First consideration should be given to possible economies; second, to the plants' and/or customers' ability to handle bulk shipping, and the type of equipment required. When reduced schedules of delivery or receipt are forecast, it is most important that the traffic department be advised; to enable it to make other arrangements for any leased transportation equipment, and so that rental charges are kept to a minimum while such equipment is not required.

Routing of Orders

The routing of orders, inbound shipments to plants and outbound shipments to consignees, is the duty of the General Traffic Department. This control is necessary so that the corporation's traffic can be evaluated and divided among trans-
(Please Turn to Page 68)

Experts Analyze A \$10 Billion Industry

A series of seminars, conducted by leading exponents of the industry, featured the three-day Forum recently held in New York. The record attendance had an opportunity to hear, discuss, and question packaging problems and applications

THE Seventeenth Annual Forum of the Packaging Institute closed its sessions on Nov. 2, 1955, at the Statler Hotel in New York City, with a record attendance.

Among the contributing factors to this achievement was an unusually broad and comprehensive program which, in addition to being of major interest to packaging engineers and manufacturers, provided a great deal of valuable information for shippers, carriers and warehousemen.

Another feature contributing to the record attendance was the inclusion, for the first time, of members of the folding box industry and the packaging machinery industry.

The various groups held separate and combined sessions. Thus, designers, manufacturers, users, and all others having an interest in the unit product package, as well as the final shipping container, had an opportunity to hear, discuss, and question each other about specific problems and applications.

The Forum officially opened on Oct. 31, and the following subjects were included in the series of discussion sessions held during the three-day meeting:

Palletization

Frank Coons, Johnson & Johnson, New Brunswick, N. J., in dis-

cussing the topic, *Palletization as a Factor in Shipping Container Design*, revealed that economies in reduced labor costs, optimum utilization of warehouse and transportation facilities, and improved customer service, have resulted from the company's present palletization system.

This was planned about a 42 x 42-in. wooden pallet stacked 50 in. high with merchandise.

Products are palletized in accordance with pre-planned stacking arrangements called Pallet Patterns. Containers are engineered to fit into one of these interlocking patterns which most fully utilize pallet area. This calls for careful consideration of size, style and stacking strength of the containers.

Claims Reduction

Carload planning worked out cooperatively by the Glass Container Mfrs. Institute, The Wine Institute, and the Pennsylvania Liquor Control Board, has greatly reduced the damage claims formerly experienced in the shipment of West Coast bottled wines to Eastern destinations.

The 1954 Pennsylvania Liquor Control Board data show a reduction of 45 per cent in the damage claims per car of wine, as compared with comparable data compiled in 1951.

Transcontinental shipments of

bottled wines involve two factors which increase their susceptibility to damage: 1. Great length of haul. 2. Mixture of sizes.

Shipping surveys have shown that the predominant damage force causing breakage of glass containers in rail shipments is the horizontal impact force directed lengthwise through the car. This force may be eliminated or cushioned by utilizing the carload planning and stowing methods worked out by the three cooperators in this survey.

The talk, on *Methods for Carloading Wine to Reduce Damage*, was given by Dr. John G. Turk, Glass Container Mfrs. Institute, Inc., Butler, Pa.

Packaging Medium

Walter F. Daley, New Haven Board and Carton Co., New York, N. Y., said, during his talk entitled, *The Folding Carton as a Packaging Medium*, that the folding carton industry, which produces 100 billion boxes a year, has played a key role in revolutionizing the buying habits of the consumer.

Daley outlined the marketing transformation from the country store to the modern super market, relating that in the past grocers sold the products, while today it is the package.

In the self-service markets of today, the carton is frequently the only means of communication be-



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F. S. Leinbach—Ex-Officio

tween the product and the consumer. How well the package transmits the product's message can be the difference between sales success and failure.

Carloading Practices

One of the most common problems of packaging is the poor condition in which the empty container is received from the container manufacturers, according to Hunter L. Jaggard, Socony Mobil Oil Co., Inc., Paulsboro, N. J. who spoke on, *Carloading Practices—Unit Loads for Empty Five-Gallon Pails*.

Unit loads for empty five-gallon containers were developed to overcome the damaged container problem. Packing the empty containers in cartons eliminated the damage to receipts which formerly ran as high as 16 per cent.

It also eliminated filing of claims, disposition of damaged containers and permitted reduction of inventory. A substantial saving in time of car unloading was realized.

No increase in shipping cost was experienced inasmuch as the ship-

per also saves in loading time and damage claims.

Perishability in Packages

In a discussion entitled, *Perishability of Food in Consumer Packages*, Dr. C. Olin Ball, Rutgers University, New Brunswick, N. J., related that all foods, regardless of how they are prepared and packaged, deteriorate in quality when held under customary storage conditions.

The type of deterioration which occurs depends upon many factors, the most outstanding of which are: 1. The type of process. 2. The type of package. 3. Conditions of storage.

The rate of deterioration varies considerably with the cause. Usually, microbial and insect spoilage proceeds more rapidly than any other type. Degradation due to physical changes is difficult to place in a scheme expressing relative rates of change. These changes are influenced by type of package and by storage conditions.

Beyond the requirements for specific types of spoilage, there are

three factors which have major influences upon the development of all classes of deterioration. These are moisture, free oxygen, and temperature.

The package influences food spoilage through the protection it affords to the food from microorganisms, enzymes, moisture, and free oxygen.

Government Specifications

In discussing *Government Specifications*, Norval W. Postweiler, Dept. of Commerce, Washington, D. C., declared that government packaging specifications are designed to protect private industry as much as Uncle Sam.

By means of government specifications, the buyer is telling the seller his needs and what quality and type of commodity is needed to meet the inspection requirements of the quality to be delivered.

In quoting on government business, the seller, therefore, should be cognizant of the fact that he is on an even plane with his competitors with respect to specifications. This would not be so if there were no specifications involved.

Bulk Packaging

Walter C. George, Gaylord Container Corp., St. Louis, Mo., remarked during his presentation entitled, *Bulk Packaging in Corrugated Fibre Board*, that with the improvement in materials and design techniques, corrugated packages are playing an important part in the unitization or bulk shipment of many types of materials.

Weights ranging from 1,000 to 2,500 lb or more, are being routinely handled in what we call bulk packages—entirely made of corrugated fibreboard.

While there are many designs, three are described in detail.

The first, designed for 1,000 lb of granular materials, is siftproof, contamination-proof, and can be double-decked.

The second is for packaging of approximately 2,300 lb of synthetic rubber, and embodies some unique features relative to loading and strength characteristics.

The third is a multi-unit pack for small sub-assemblies such as electrical controls, fractional horsepower motors, etc.*



PRODUCTS

... FOR FURTHER INFORMATION

Pallet-Type Box

A new, light-weight, heavy-duty, folding pallet-type steel box for handling, storage and shipping has been introduced by **Hamlin Metal**. It is claimed that the box



can be assembled or folded in less than 20 seconds. It weighs 180 lb, has a static capacity of 5,000 lb, and has no loose pins or parts. Features include special side indentations for keying legs for safe storage of stacked units in folded position.

Circle 30 on Card Facing Page 49

New Tire Line

From one to eight miles of flexible, high strength steel wire is used in a new line of safety car and truck tires, recently developed by **U. S. Rubber**. The wire, used in filaments slightly larger than a human hair, lies in two criss-cross layers beneath the tread, making it rupture-proof. The wire is claimed to greatly increase resistance to

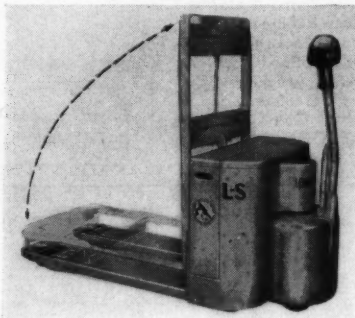


cuts and eliminate tread cut growth, as well as making a tire run from 20 to 40 deg cooler.

Circle 31 on Card Facing Page 49

Hinged Superframe

Lewis-Shepard announces the availability of a hinged superframe on its new short-coupled JackLift electric pallet truck, so



that the truck can handle skid platforms as well as pallets. Claimed to be the shortest walkie electric truck on the market, the unit is available in capacities to 6,000 lb.

Circle 32 on Card Facing Page 49

Marking Device

A new writing and marking device, called the Magic Marker, can be used to write, mark, or sketch indelibly on a variety of materials.



The marker writes on paper, cloth, glass, wood, plastics, aluminum wrap, metals, leathers, and wax paper, according to **Speedry**. The special ink dries instantly and is waterproof.

Circle 33 on Card Facing Page 49

COE Truck Line

Lighter-weight chassis for increased payload capacity are featured in nine new conventional and cab-over-engine models added to the **International** heavy-duty

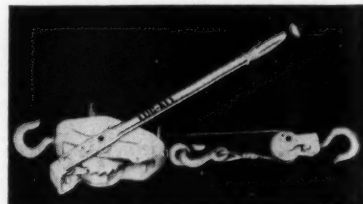


truck line. Swing-away fenders and a wide range of engine, transmission and axle options are stressed. All models utilize a constant ratio steering gear that retains true geometric steering without relays.

Circle 34 on Card Facing Page 49

Winch-Hoist

Lug-All now offers a new, light-weight, two-ton winch-hoist with 20 ft of cable. This 15-lb unit, Model 4,000, lifts, lowers, or pulls



two tons a distance of 10 ft when used double cable, or handles one ton a distance of 20 ft when used single cable. An interlocking pawl system securely locks the load.

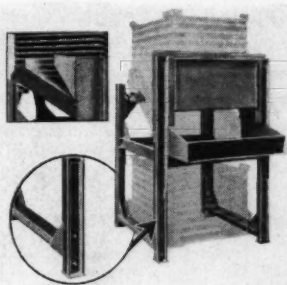
Circle 35 on Card Facing Page 49

and EQUIPMENT

PLEASE USE THE READERS' SERVICE CARD • • PAGE 49

Positioning Stand

Safety doors and a removable shelf safety plate are features of the new, all-steel welded positioning stand for drop bottom boxes, announced by Palmer-Shile. Safety doors on the sides prevent parts

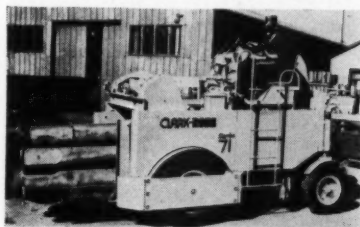


fall-out. The removable plate on the stand shelf permits it to be used as a tray or for discharge onto a table. The stands are designed to handle two boxes, one for dumping and the other for storage.

Circle 36 on Card Facing Page 49

Straddle Carrier

Syncromesh transmission, full hydraulic control of load hooks, and radi-arc steering, are features of a new model straddle carrier, Series 71, developed by Clark. It

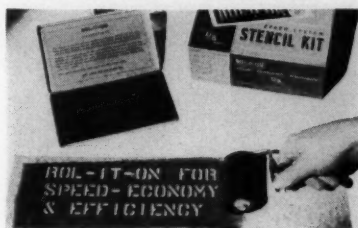


replaces model Series 70, and improvements include lengthening the wheelbase to 90 in. Both gas and LP-Gas powered engines are available. A torque converter is optional equipment.

Circle 37 on Card Facing Page 49

Stenciling System

A specially compounded rubber roller, used with an ink pad and special ink, has been developed by

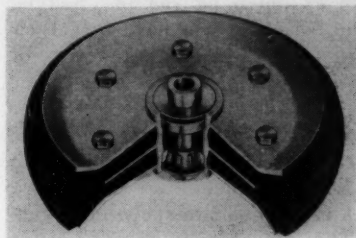


Diagraph-Bradley. It is claimed that this Rol-It-On method has increased production up to three times over other methods.

Circle 38 on Card Facing Page 49

Rubber-Tired Wheel

The addition of a new wheel to its line of conventional molded-on-rubber wheels has been announced



by Roll Rite. The wheel utilizes a molded-rubber tread bonded vertically between two steel discs.

Circle 39 on Card Facing Page 49

Studebaker Presents New Truck Line for 1956



Economy, comfort, increased payload capacity, and engineering advances, highlight the new Studebaker trucks, recently introduced. The Transtar line, consisting of six models, ranges from 1/2-ton pick-ups to two-ton, heavier-duty trucks. In the light-duty line, wheelbases of 112, 122, and 131 in. are available, with gross vehicle weight ranging from 4,800 lb in the 1/2-ton model, to 9,600 lb in the

one-ton model. Four engines are offered. The heavier duty line, with a range of gross vehicle weight from 14,000 to 16,000 lb includes 131-, 155-, and 171-in.



wheelbases. A 175-hp engine is available for the two-ton only. Features include new, optional seat belts, and variable ratio cross-link steering, as well as two-
(Please Turn Page)

DA NEW PRODUCTS and EQUIPMENT

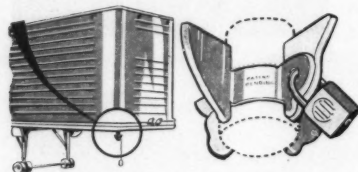
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stage springs, which are standard equipment on all light-duty trucks. Gross vehicle weights are up as much as 700 lb. Heavier duty models also have larger capacity springs, with the two-ton trucks having a 38 percent increase in rear spring combined capacity to 6,600 lb. A variety of transmission units is available in the line, including an electric shift, with a two-speed, dual-purpose axle, for use on the two-ton models.

Circle 40 on Card Facing Page 49

Trailer Lock

A new trailer lock, manufactured by Atlas, is claimed to prevent theft, as well as the unauthorized moving of empty or loaded trailers. This compact lock can be



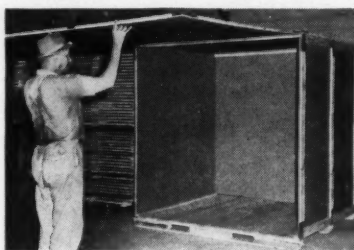
used with any ordinary padlock, does not require bolts or screws, and resists cutting or pounding. A safety tag warns when the lock is in use. Overall width is 7 in. and height is 3 in. Packaged weight is 3 1/4 lb.

Circle 41 on Card Facing Page 49

Storage Van Box

A new storage van box, manufactured by Timber Structures, is constructed of skids. Each skid, a total of nine sections, is bolted and countersunk with carriage bolts. The box is available in two sizes, and has passed the load test for stacking, one on top of the other, of 3,385 lb. The box can be

packed at the residence, carried to the warehouse, and placed in storage by a fork-lift truck. The pos-

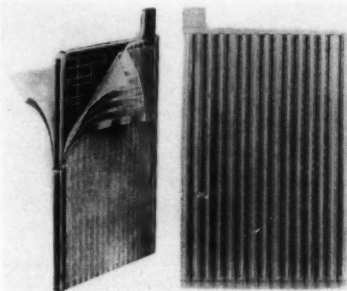


sibility of pilferage and dust accumulation is claimed to be eliminated.

Circle 42 on Card Facing Page 49

Battery Plate Design

Exide announces that tubing and tube sealers which encase the active material and grid spines of the positive plates of Exide-Iron-



clad industrial batteries now will be made exclusively of polyethylene. Longer life and higher capacity are among the advantages claimed by the manufacturer.

Circle 43 on Card Facing Page 49

Floor Surfacing

An improved floor-surfacing material, recommended for renewing, smoothing and patching of commercial and industrial floors, has been announced by Roc-Wood. The product is chemically compounded, consisting of hardwood fibers

mixed with a liquid binder which dries by chemical reaction, making it impervious to many acids,

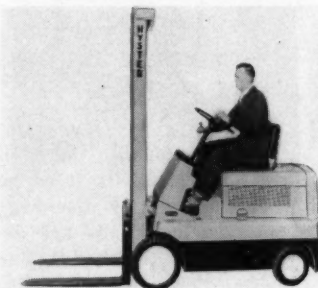


and unaffected by heat or cold. It is suitable for indoor/outdoor use.

Circle 44 on Card Facing Page 49

5,000-lb Lift Truck

A new lift truck, Model HC-50, has been introduced by Hyster. The new unit, with a net weight of 7,110 lb, is claimed to be the light-

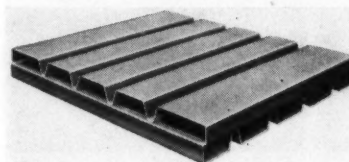


est in its capacity. An outside turning radius of 79 in. also is claimed to be the lowest in the field. The units are powered by gasoline engines. Other type drives are optional features.

Circle 45 on Card Facing Page 49

Reversible Pallet

A new type pallet now is being produced by Union Metal. The unit is constructed of two corrugated steel decks, with corrugations on

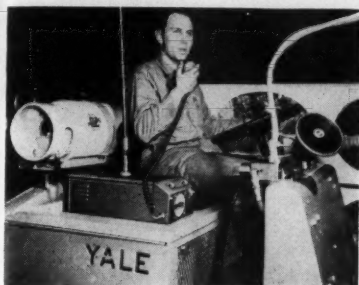


one deck running at right angles to those on the other deck. These open-end corrugations permit four-way fork entry for lift trucks.

Circle 46 on Card Facing Page 49

Communication Control

DuMont has announced the availability of a completely new line of low-power communications units, designed for industrial use.

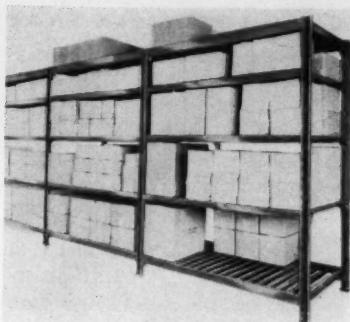


Models MCA-103-A and MCA-303-A cover the frequency ranges of 25-54 Mc and 144-174 Mc, and provide instantaneous communications with mobile vehicles in plants and premises. The self-contained unit weighs 35 lb.

Circle 47 on Card Facing Page 49

Bulk Bins

New, steel bulk bins have recently been introduced by Sturdi-Bilt. The units, designed primarily for the hand storage of goods, re-

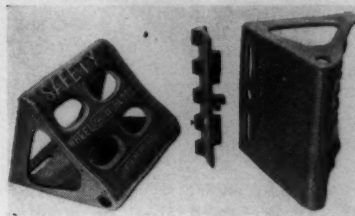


quire no special labor for set-up, expansion, disassembly or relocation. The floating wedge lock construction method eliminates the need for nuts, bolts, screws, etc.

Circle 48 on Card Facing Page 49

Wheel Block

A recently designed safety tool for the blocking of car, truck, or trailer wheels has been introduced by Calumet Steel. The size of this

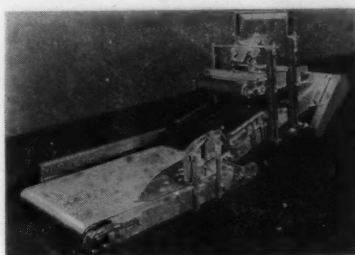


12-lb block is 7 x 9 x 9 in. Gripper teeth at the rear edge of the tool assures holding power on ice or snow, and a curved face provides maximum contact with tires, evening distribution of the load.

Circle 50 on Card Facing Page 49

Bag Flattener

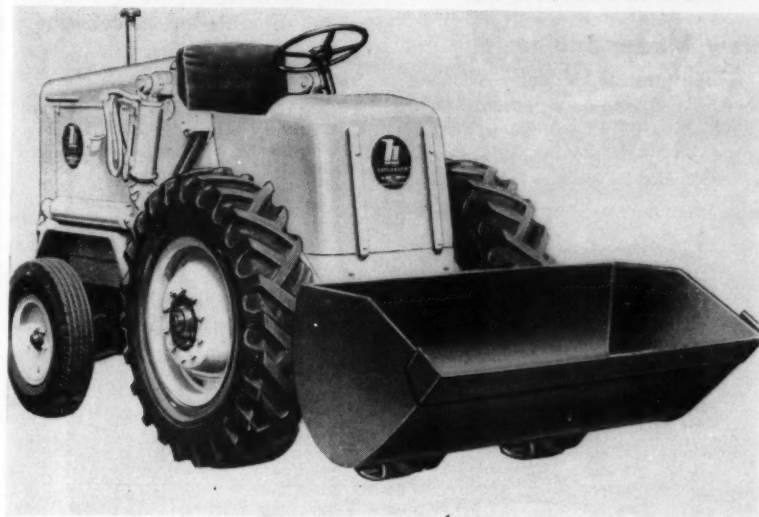
A power-driven bag flattener, with the upper and lower decks individually powered, has been presented by Sage. The upper belt



is synchronized in speed with the lower deck. Tensions can be adjusted to meet individual needs. The machine is made in various widths and power units to suit requirements.

Circle 51 on Card Facing Page 49

Hough Introduces New Industrial Loader



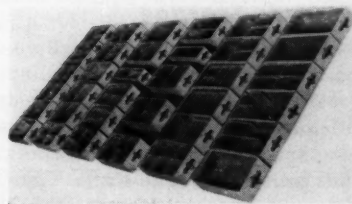
Circle 49 on Card Facing Page 49

Another completely new and larger two-wheel-drive Payloader tractor-shovel, Model HAH, recently has been announced by Hough. The new model, which has a struck capacity of $\frac{3}{4}$ cu yd and a heaped capacity of one cu yd, incorporates all the features of the smaller HA model. The bucket breakout action permits 40 deg of tip-back at ground level, a breakout force of 4,500 lb, a lifting capacity of 4,000 lb, and a carrying

capacity of 3,000 lb at four mph. The new design of the tractor-shovel includes short turning radius and rear-wheel power steering, plus a high lift of seven ft nine in. Torque-converter drive, a four-speed full-reversing transmission, and a gas engine combine to develop a 57-hp rating. A sealed and pressurized hydraulic system has been incorporated and double-acting rams operate the boom arms and bucket.

Parts Boxes

Inventory control of parts, positive identification, and greater



efficiency are claimed by Iowa Paper Box, with the introduction of their new, standardized parts
(Please Turn Page)

DA NEW PRODUCTS and EQUIPMENT

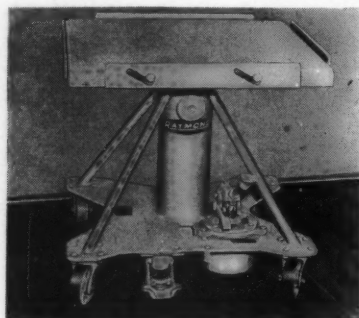
CONTINUED FROM PREVIOUS PAGE

boxes. The boxes are designed to fit any standard steel or wooden shelving, and are easily accessible. They are shipped assembled, ready to use, and ample room is provided in each box for inventory expansion.

Circle 52 on Card Facing Page 49

Elevating Table

New style retaining bars offered by **Raymond** for its line of hydraulic elevating tables are made with two hook-shaped slots which permit them to be set in two fixed



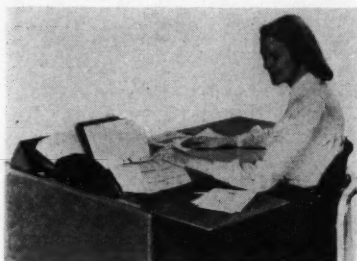
positions. There are no bolts to loosen or tighten. The bars are installed on the sides of the table top by shoulder bolts which are fixed to the table by nuts and washers. Features include the absence of pinch points.

Circle 53 on Card Facing Page 49

Records Storage

Speeding reference and lightening the work load in handling 8 x 5-in. record cards is claimed possible with **Remington Rand's** new space-saving record-keeping unit called the **Roto-Kard**. Completely mobile, the machine has a capacity of 6,000 cards for a reference record, or 4,500 cards for a posting record, and occupies a floor area of 3.6 sq ft. The shifting

of complete decks of cards between segments is possible, with-

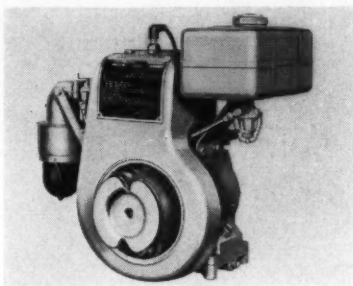


out fear of misplacing or dropping.

Circle 54 on Card Facing Page 49

New Model Engine

A new engine, Model **BNK**, has been introduced as a companion to the 4-cycle, single-cylinder, heavy-duty, air-cooled engine, Model **ACN**, by **Wisconsin Motor**. The engine incorporates engineering fea-



tures that result in a higher power output per cu in. of piston displacement. It can be equipped to operate on kerosene, butane, propane or natural gas, although regularly supplied for operation on gasoline.

Circle 55 on Card Facing Page 49

Adjustable Ramp

A hydraulically operated, 10,000-lb capacity, adjustable ramp for loading docks has been designed by **Rowe**. Known as the

Adjust-A-Dock, Model **6 MF**, it can be installed recessed in a dock, partially recessed or in front of the dock, depending on the requirements of its application.

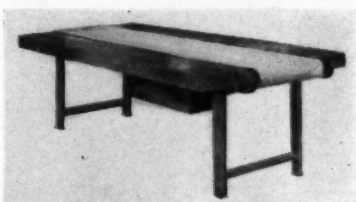


Standard width is six ft, with available lengths of five ft, six ft, seven ft six in., and 10 ft. Both stationary or retractable arms are available.

Circle 56 on Card Facing Page 49

Conveyor Line

A new **Versa-Veyor** line, featuring three types of powered-belt conveyors, now is being manufactured by **Belt Corp.** A floor-to-floor model, a table-top model, and a

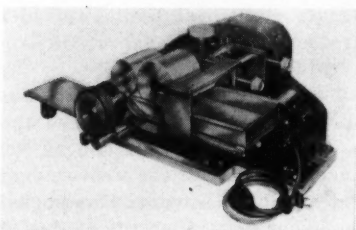


booster model are available in the series. The table-top model shown is available with 12- or 18-in. wide belts and aluminum or steel frames. This conveyor is designed for any operation requiring horizontal movement.

Circle 57 on Card Facing Page 49

Topside Margin Gluer

A topside margin gluing machine that delivers the work coated



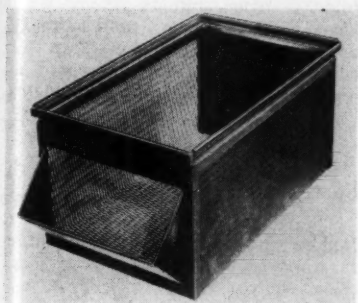
side up has been developed by **Potdevin**. The new machine, Model **TMG**, can be mounted over a con-

veyor so that the coated material is carried along for further processing or for drying. The machine handles all types of liquid glues including latex. Strip gluing rollers are available in various widths.

Circle 58 on Card Facing Page 49

Versatile Container

A new, expanded metal basket container has been added to the line of RANtote allsteel containers, manufactured by Randolph.

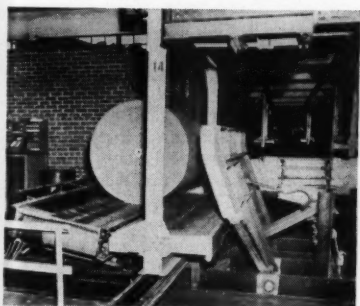


It is claimed to fulfill the requirements of all dipping and degreasing operations in addition to serving as a storage or transporting container for all small parts.

Circle 59 on Card Facing Page 49

Automatic Transfer

Rolls of paper are shown being transferred from a belt to an overhead trolley conveyor by an automatic transfer unit, manufactured by Lamson. The machine, used for handling cylindrical loads, con-

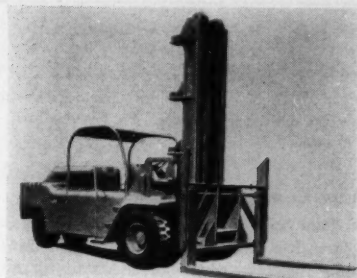


sists of a section of grooved live roll conveyor which is mounted on a carriage. The carriage moves at right angles to the direction of flow of the roll conveyor. The unit moves from a position in line with the belt to a position adjacent to the car of the overhead trolley.

Circle 60 on Card Facing Page 49

High Capacity Series

The Gerlinger "H" Series fork lift trucks, available in 32-, 36-, and 40,000-lb capacities, are the newest additions to the equipment

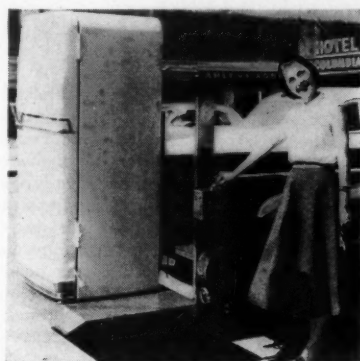


line. This equipment promises important economies for steel and concrete pipe, in anything that handles more profitably in over-size loads. Complete details and specifications are available.

Circle 61 on Card Facing Page 49

Electric Tailgate

The Electro-Gate, a new electric tailgate engineered for small trucks up to 1½ tons in capacity, now is being manufactured by Hi Tender. The tailgate is available



in eight sizes, and capacities range from 800 to 1,200 lb. The battery-powered control unit is connected directly with the truck battery. Push button controls operate the platform.

Circle 62 on Card Facing Page 49

5,000-lb Capacity

A new Model L-524 Mobilift fork truck of 5,000-lb capacity, at 24-in. load center, is announced by Lamson Mobilift. Fluid coupling is used in conjunction with the Mobil-Matic direction control, as well as a four-pinion differential

with full floating axles. The entire assembly is protected from shock

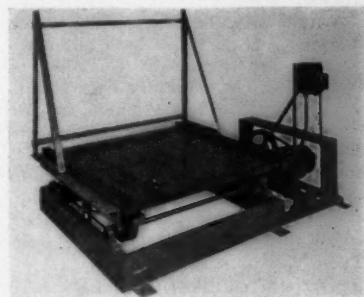


and strain by a double frame feature. Optional equipment and attachments also are available.

Circle 63 on Card Facing Page 49

Vibration Tester

Gaynes announces a 400-lb vibration tester to its complete line of testing equipment. Designed to facilitate testing of packaged



products to reduce shipping damages, this compact, ball-bearing tester has a variable vibration frequency, magnetic starting control, and adjustable high fence. Table capacity is 42 x 42 in.

Circle 64 on Card Facing Page 49

Moisture Barrier

This odorless, quick-drying, durable and attractive finish, manufactured by Flexrock, sets up a moisture barrier that shuts out all water penetration of outside, above-grade walls. The material is said to have excellent resistance to chemical fumes, salt water, grease, oil, sea air, and smog. Teflate is recommended for all but wood surfaces and is claimed to be alkali-proof, dirt repellent, non-chipping and will not flake, blister or peel.

Circle 65 on Card Facing Page 49

**FREE**

LITERATURE

Work Kit

A work kit for data application, published by Yale & Towne, gives standard performance data on fork lift trucks. It was the desire of the company, with this research project, to develop a standard technique for the application of the data, in order that the data might be of maximum practical value to industrial firms. Typical materials handling examples are included in the kit.

Circle 66 on Card Facing Page 49

Shipping Directory

A newly revised fifth edition of the shipping directory has been published by the San Francisco Chamber of Commerce. The directory lists steamship lines with home offices in San Francisco, about 85 lines making the city a port of call, and some 220 lines having offices or agency representation. A simple coding system indicates trade routes served, character of the services, and frequency of sailings.

Circle 67 on Card Facing Page 49

Handling Equipment

A new, two-color, 12-page catalog has been released by Nutting. In addition to the application of balance-style trucks to trailer-train operation, the literature illustrates 49 different models of two-wheel and platform trucks, 12 types of dollies, and 15 styles of casters. Complete specifications also are included.

Circle 68 on Card Facing Page 49

Furniture Movers

The Hyster Co. recently issued a field report release, No. 78, regarding the development of a new system for handling and storing household effects. The method involves the loading and unloading of household effects into specially designed Van-Pak units, or large plywood boxes measuring 96 in. wide, 78 in. high and 84 in. deep. Containing approximately 364 cu ft of space, the units, it is claimed, can easily accommodate five rooms of furnishings.

Circle 69 on Card Facing Page 49

File-Computer

The versatility of random-access storage on magnetic drums, permitting instant reference to as many as one million characters of business data with the Remington Rand Univac file-computer, is the subject of a new folder released by the company.

Circle 70 on Card Facing Page 49

Radio-Telephone Equipment

Avia Products Co. has published a brochure on its two-way radio-telephone equipment, fixed and mobile, for use in industrial and general commercial two-way applications.

Circle 71 on Card Facing Page 49

BOOKS

Driver Training Manual

As a service to the trucking industry, a revised version of the manual entitled, "Driver Selection and Training," recently has been published. This manual is being made available to the trucking industry to assist operators in developing driver programs tailored to their own operations. It includes typical forms used and tests given for the most practical driver programs. The book is claimed to develop better driving, greater safety and better care of motor trucks, as well as to promote operational efficiency. The White Motor Co., Cleveland 1, Ohio. 50¢.

Packaging Terms

The second edition of the book entitled, "Glossary of Packaging Terms," now is available. This new edition contains approximately triple the number of terms in the first release. It is a clothbound, hard cover, 6 x 9-in. book of over 250 pages of definitions. Every effort has been made to assure the accuracy of definitions by checking with acknowledged authorities in specific areas of packaging. Packaging Institute, Inc., 342 Madison Ave., New York 17, N. Y. \$6.75.

Motor Truck Facts

White recently has released a new folder entitled, "Facts About White Six-Wheelers for the Construction Industry," which contains data for maximum efficiency of trucks in all phases of the construction industry.

Circle 72 on Card Facing Page 49

Fact Folder

The first of a new series of "fact folders" designed to help manufacturers select the right materials handling equipment for specific operations, has just been published by Towmotor. The four-page folders provide data on any specific series of fork-lift trucks and tractors.

Circle 73 on Card Facing Page 49

Route Map/Rates Data

A series of bulletins, recently published by Slick Airways, illustrates and describes the company's materials handling methods, as well as pick-up and delivery services. Also included is a map showing scheduled routes and stations served daily, plus an air-freight tariff memorandum and a numerical list of commodity groups to which rates apply.

Circle 74 on Card Facing Page 49

Fork Truck Facts

A new folder (second in a series) entitled, "Facts About Fork Trucks"—2,000-lb gas truck vs L-S Model "J" is available from Lewis-Shepard. The folder gives the yearly cost comparison of depreciation, maintenance, and power costs. The cost comparison of these three items is based on a single eight-hour shift operation 313 days a year.

Circle 75 on Card Facing Page 49

High-Lift Platform Truck

Bulletin 551-3, features Model PO-40, a walking type, battery-powered truck, manufactured by Barrett-Cravens. The unit has a capacity of 4,000 lb, but also is available with capacities up to 6,000 lb. The bulletin contains full specifications, and advanced features of the truck are illustrated.

Circle 76 on Card Facing Page 49

8,000-lb Capacity

A release from Gerlinger describes a new fork lift truck having counteractive weight distribution, which is claimed to assure perfect balance on smooth or rough roads regardless of load-size variations up to four tons. The vehicle also features a short wheel base.

Circle 77 on Card Facing Page 49

Aluminum Truck

Lightness, torsionally flexible bed construction and exclusive casters, are the chief Magcoa/Tobey aluminum truck features described in a new folder just published by Magnesium Co. The use of aluminum extrusions is claimed to cut truck weight as much as 80 per cent compared to conventional wood and steel trucks of equal bed size.

Circle 78 on Card Facing Page 49

Gravity Wheel Conveyor

A bulletin, issued by Rapids-Standard, describes and illustrates a new, low-cost gravity wheel conveyor strip called the Rapistan Flow Track. The literature, Form FT-55, lists the features of this light-weight unit, and two sizes of the conveyor with 1½- or 2-in.-diameter wheels, are included in the specifications chart.

Circle 79 on Card Facing Page 49

Aluminum Skid

The light-weight, aluminum skid, manufactured by Harvey, is claimed to be 62 per cent lighter than equivalent wooden skid. The skids are available in any combination and all structural components are interchangeable. The standard skid supports 20,000 lb load, and capacity can be increased with additional beams which are available from three to 35 ft.

Circle 80 on Card Facing Page 49

Cost-Cutting Method

Ways to cut materials handling costs with new Cargotainers, are described in a revised, 28-page brochure, now offered by Pittsburgh Steel. Case histories made in industrial concerns which use the steel wire mesh cargo-tainers, pallets and bulkheads, also are illustrated.

Circle 81 on Card Facing Page 49

Handling Magazine

The purpose of Edison's bi-monthly publication, entitled, "Storage Battery Power," is to present actual case histories of the successful application of electric trucks to the solution of materials handling problems and the development of higher materials handling efficiency.

Circle 82 on Card Facing Page 49

Clearing House

The Central Motor Freight Assn., in cooperation with the Central National Bank of Chicago, has established a successful clearing house for the payment of interline freight transactions between motor carriers having terminals in Chicago. The brochure describes the operations, how they function, and what they accomplish for the carriers.

Circle 83 on Card Facing Page 49

Industrial Truck Data

Major factors to be considered when specifying an industrial truck are detailed in a four-page folder now available from Elwell-Parker. Points to be considered include: capacity, lift, total weight and size, battery capacity, mechanical features and location of the operator and truck controls. A 22-point table for evaluating type of truck most suited to a given operation or operations, is included.

Circle 84 on Card Facing Page 49

Straddle-Type Truck

Bulletin #831, illustrates and describes a straddle-type tiering truck, in a 4,000-lb capacity, manufactured by Raymond. The increased capacity has been made possible by the adoption of a heavy-duty frame, tandem load wheels, and special thermal-controlled motors, as well as other features.

Circle 85 on Card Facing Page 49

Insulation Material

A four-page publication, describing installation of Fiberglas metal building insulation in industrial structures, has been issued by Owens-Corning. Containing 11 pictures, the literature points out that the system provides a mechanical joint seal, eliminates adhesives problems, and reduces application time by about 50 per cent.

Circle 86 on Card Facing Page 49

Reinforced Plastic

A new 20-page reference manual describing the advantages, applications, and procedures for using "Scotchply" reinforced plastic, is available from Minnesota Mining. The manual contains 62 illustrations, complete pricing information, and detailed charts.

Circle 87 on Card Facing Page 49

Handling Equipment

A new catalog issued by Leebaw, shows many samples of specially built hand trucks and fully explains the nature of service to the materials handling industry. Designs and specifications also are included in the release.

Circle 88 on Card Facing Page 49

For prompt service, use postage-free postcard provided to obtain FREE LITERATURE and NEW PRODUCT information described in this issue. All material is FREE unless otherwise noted.

Aluminum Application

"The Road to Payload Profits," a new 50-page booklet published by Aluminum Co., demonstrates how that road is paved with aluminum. The booklet contains an analysis of the advantages of aluminum construction for truck-trailers, as well as case history reports regarding the use of aluminum equipment.

Circle 89 on Card Facing Page 49

Mechanical Unloading

Masonite has prepared an illustrated manual, "Ordering Masonite Preswood Products for Mechanical Unloading." Recommendations for the ideal type of lift truck for unloading are included, as well as information dealing with carloading to minimize damage in transit, panel unitizing, unit loading data, planning the order, and a table of unitizing limitations for various lift truck capacities.

Circle 90 on Card Facing Page 49

Projected Window Design

Bayley recently presented a new catalog containing information on aluminum projected window designs and curtain wall systems. The window is equally suited to private living units, or commercial buildings. Exterior and interior of window can be washed from the inside.

Circle 91 on Card Facing Page 49

Unit Load Transporter

A folder describing the advantages of rail car use for unit load transportation, recently has been issued by Unit Load. Each of the five car compartments is the exact width of the inside of a highway trailer and will take eight standard 48 x 40-in. pallets. Complete specifications and features are included.

Circle 92 on Card Facing Page 49

Hand Truck Line

A new catalog containing descriptions, illustrations, and specifications of the complete hand truck line, has been issued by Rol-Away. These aluminum trucks are available in capacities to meet any job requirement.

Circle 93 on Card Facing Page 49



Fig. 1: Powerized low-lift hand trucks, coupled with an overhead truck dragging system, keep orders on a 15-minute schedule in this parts depot

Down-Time Dilemma KO'd By Preventive Maintenance

Comprehensive preventive maintenance records on batteries serving this fleet of electric lift

ORDERs for parts are sent into International Harvester's Portland, Ore. parts depot on a 15-minute time schedule. Because more than 55,000 parts are stored over the 126,272-sq ft area, the materials movement system is carefully integrated comprising belt conveyors, continuously moving overhead chain conveyors that pull floor trucks, and nine battery-powered industrial trucks. With the volume of parts to be handled for over 250 IH dealers in Oregon, Washington, Idaho, Western Montana, Canada and Alaska, and the short 15-minute time schedule, down-time of materials handling equipment must be kept at a minimum.

So vital is the role of the nine industrial trucks (one 4,000-lb and two 2,000-lb lift trucks; six low-lift powerized hand trucks) that an exceptionally complete record is kept of each of the 16 batteries involved.

Among the tasks of the small fleet of industrial trucks is unloading incoming material, delivering to small parts bins, stacking pallet loads of larger parts 4-high in storage areas, delivering pallet loads of material to packing and shipping as shown in Fig. 1 and loading outgoing carriers. The continuous chain conveyor with its floor trucks carry small tote boxes and bulky parts from the bin storage area to packing and shipping, illustrated in the background of Fig. 1.

The first step in IH's procedure for high battery performance is to number each battery and assign it to a specific truck. Except for two powerized hand trucks, each truck has two batteries so that each battery can be given an equalizing charge (prolonged charge at the finish or low rate) and proper rotation to prevent overdischarging of any battery as in Fig. 2. This also assures ample capacity for future ex-

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pansion of activities and for peak loads. Every precaution is taken to insure uninterrupted service at all times.

Many batteries are charged daily in the equipment they power in marked spaces assigned to each unit, as illustrated in Fig. 3.

Nine compact individual motor-generator charging units are placed on a shelf off the floor to provide room underneath for spare battery storage and equalizing charging. The six units at the left in Fig. 2 charge the 6-cell batteries and the three units to the right charge the 12-cell batteries.

To make certain that every battery is in top condition at all times, IH employs a comprehensive system of record keeping. Keystone of the system is the daily operation report (Form W-20—Fig. 4). A fresh sheet is attached to each truck daily and filled in at beginning and end of shift with the information specified.

These forms are collected and posted to a tabulation summary, shown in Fig. 5. From these records the maintenance section can detect overcharging, overdischarging, undercharging and correct them before they become serious.

In addition, records are kept of the equalizing charge given each battery once every two months in which the specific gravity of each cell is recorded at the start and finish of charging. This gives a true picture of the condition of all batteries.

With this well-planned and executed system and record-keeping, industrial trucks always are available to carry their share of the material movement burden and will provide long battery life and uninterrupted service.*



Fig. 2, top: Six 6-cell chargers at left, and two 12-cell chargers at right permit overnight charging on schedule

Fig. 3, bottom: Overhead hoist is used to change battery. Simple spreader bar prevents chains from bending the box

trucks keeps units in top running order

Fig. 5, right: Daily records taken from Form W-2 are tabulated in this form for maintenance section

Fig. 4, below: Daily operation report is backbone of the system, with new sheet daily for each battery

W-20
DAILY OPERATION REPORT

TRUCK 7 BATTERY # 5 DRIVER'S # 425 DATE 5/5/54

PILOT CELL READING START OF DAY 1.275 PILOT CELL READING FINISH OF DAY 1.215

HOURS OPERATED 8 READING - START CHGR. 1.215

READING - FINISH CHGR. 1.275

TOTAL HOURS 5

DATE	TRUCK	BATTERY NUMBER	ENTER CLOCK NUMBER	HOURS OPERATED	PILOT CELL READING	DATE	BATTERY CHARGE	PILOT CELL READING	DATE
5/7/54	1	5	526	8	1288	1280	5/7	1288	1280
"	2	11	590	8	1280	1225	"	1225	1280
"	3	4	582	8	1275	1225	"	1225	1275
"	4	5	576	7	1225	1225	"	1225	1275
"	5	6			1270	1225	"		
"	6	4			1245	1225	"		
"	7	16			1240	1225	"		
"	8	8			1245	1225	"		
"	9	15			1276	1240	"		
"	10								
"	11								
"	12								
START-FINISH SIGNED BY									
5/7/54	1	526	8	1280	1195	5/7	1195	1280	4
"	2	11	590	8	1280	1160	"	1160	1280
"	3	4	582	8	1275	1150	"	1150	1275
"	4	5	576	7	1225	1215	"	1215	1260
"	5	6			1220	1195	"	1195	1270
"	6	4			1235	1225	"		
"	7	16			1235	1225	"		
"	8	8			1225	1230	"		
"	9	15			1246	1235	"		
"	10								
"	11								
"	12								
FINISH SIGNED BY									
5/7	1	526	8	1280	1195	5/7	1195	1280	4
"	2	11	590	8	1280	1160	"	1160	1280
"	3	4	582	8	1275	1150	"	1150	1275
"	4	5	576	7	1225	1215	"	1215	1260
"	5	6			1220	1246	"		
"	6	4			1225	1210	"	1210	1270
"	7	16			1225	1220	"	1220	1270
"	8	8			1225	1210	"	1210	1270
"	9	15			1246	1235	"		
"	10								
"	11								
"	12								
START-FINISH SIGNED BY									

HASLETT WAREHOUSE COMPANY
DISTRIBUTION LEDGER
MONTH OF SEPT. 1955

PROOF	INVOICE NUMBER	INVOICE AMOUNT	STORAGE	LOADING	UNLOADING	WEIGHING	SPECIAL LABOR	RECORD PRICE	MISC.	NET. BAL.
.00	942,001	110.00	25.00	85.00						
.00	942,002	37.50			16.75	.75	37.50	12.50	25.50	312
.00	942,003	135.50	42.70	19.75					17.55	573
.00	942,004	5.00								
.00	942,005	9.27				9.27				

ACCOUNTS RECEIVABLE LEDGER

NAME: AJAX STEEL COMPANY
ADDRESS: 1234 - 5th Street
San Francisco, Calif.

SHEET 11

DATE	REFERENCE	DEBIT	CREDIT	BALANCE
BALANCE FORWARD 46.20				
SEP 25-	941504	9000		15480
SEP 30-	941692	5750		19230
SEP 14-	941867	8000		27230
SEP 27-	942005	927		28157
SEP 45-	0037		28157	00

HASLETT WAREHOUSE COMPANY

the check register. A "00" appears when no error has been made.

At the end of the payroll run, totals of gross pay, each deduction, and the net pay automatically are printed at the bottom of the respective columns on the check register.

In addition to earnings and taxes for the current period, the earnings record cards show totals for the year to date. This makes preparation of W-2 forms and other year-end reports a simple job of copying the figures, and using the accounting machine to prepare neat statements and to provide the totals at the end of each job.

Accounts Receivable

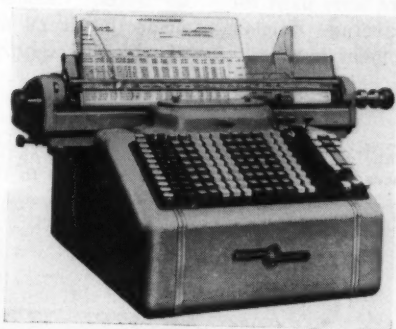
In the accounts receivable operation, a copy of each invoice is received by the operator. The invoice is posted first to distribution ledgers by warehouses. The ledger shows the invoice number and amount, and a break-down according to type of revenue, such as storage, handling labor, carloading and unloading, weighing, packaging, reconditioning, etc.

At the completion of this break-down, the machine prints an "00" to prove that the invoice has been distributed completely. If an error has been made, as in the payroll operation, the amount of the error rather than the "00" will appear.

At the end of a day's distribution, totals of invoice amounts and of each classification of break-down are printed on a distribution journal. This presents a daily record of activity in each warehouse. The daily totals then are posted to a control card to build up month-end and year-to-date totals.

The operator posts from the invoice to the customer's ledger card simply by listing the date, invoice number, and amount, with the new balance being printed automatically.

A proof journal of all postings is prepared automatically each day, providing a check with the total on the revenue distribution journal. Cash receipts are posted in a like manner on the customer's card, a journal again being prepared automatically to compare with the daily cash sheet. •



Two Burroughs Sensimatic accounting machines handle records for five units

fairly even day-to-day work load.

As time cards are received, gross earnings, deductions, and the net are posted on each card. An addressing machine is used to print the names and check numbers on each check and check register. These records then are given

to the accounting machine operator, along with the time cards.

In one operation the operator prepares a check, check register, and the employee's earning record card. Should an error occur in this operation, the amount of the error appears in the proof column on

Warehousing

Mechanized Labeling in the Shipping Room

Shipping room bottlenecks, a direct result of tie-ups in labeling thousands of individual cartons, have been unsnarled through the use of stencil-type labels. This firm lists 14 distinct economic gains through the new system

LABELING many thousands of individual cartons of chocolate products shipped from the factory and regional warehouses of Hershey Chocolate Corp. has become an increasingly serious problem as consumer demand has grown through the firm's 52-year history.

Some months ago the situation reached the point where recurring bottlenecks in shipping had forced serious study of the procedure, with an eye to streamlining it.

Hershey manufactures between 150 and 175 different products. With a line of this size, it is apparent that the most efficient shipping methods would be subject to occasional confusion. When a company outgrows a paperwork system, minor problems can assume major importance and place real obstacles in the way of prompt handling.

Stencil-Type Labels

In searching for a solution to the labeling problem, the answer was found in suggestions involving a switch from the old method of using metal address plates to imprint paper labels, to a system which may be generally classified as a labeling stencil to apply the addresses directly to the cartons in the shipping department.

With the old addressing proced-

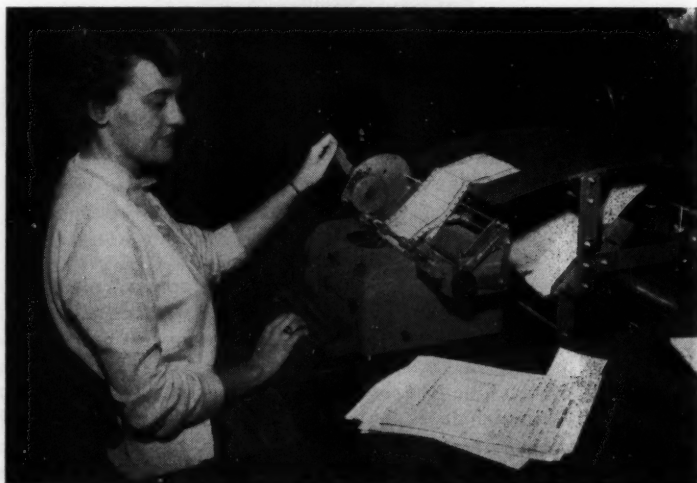
ure, we used the time of two and one-half employees in the traffic department just to prepare labels. One machine made plates, one addressed labels, and there was a spare for emergencies, plus a large cabinet in which the plates were stored. Total space devoted to this work approximated 400 sq ft.

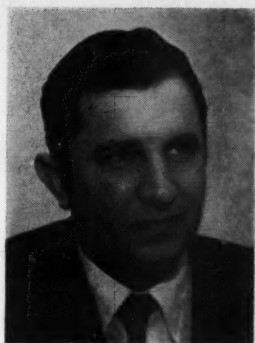
As many as several hundred labels sometimes had to be run from a plate, while others were used for one or two. The average number of cartons per shipment is 28.

In the shipping department two men were required to pick orders and label the cartons. Today, the comparable jobs are done by one girl in the traffic department and one man in shipping.

While by far the largest per cent of shipments from Hershey are in carload quantities, eventually approximately 80 per cent of the total volume is reshipped in ltl and lcl units. Carload shipments are made to our 28 warehouses, much of which is reshipped using similar

After each label is typed, a flick of the lever on the automatic line feeder advances the forms through the machine to the next label spot





By C. J. Braun, Jr.
General Traffic Manager
Hershey Chocolate Corp.
Hershey, Pa.

individual addressing methods.

An efficient typist is able to prepare a labeling stencil approximately every 10 seconds from the shipping orders, attaching the finished stencil to the order by its gummed edge, so that it easily adheres to the paper until it reaches the shipping department.

The stencils are typed from a combination shipping order form and bill of lading. When this form reaches the traffic department, it goes first to a clerk who inserts routing instructions, naming the appropriate carrier. Another clerk calculates the total weight of the shipment, inserts this information in a space provided and passes the form to the stencil typist.

In the shipping department, one man now is able to complete orders in the time formerly required by two. Working with a lift-truck skid, the man places a row of cartons on it and then applies the stencil. He carries with him a sheet of cardboard upon which he places the stencil. As he brings the self-inking applicator down on the stencil, the label adheres firmly to the inked surface, and the man can apply the proper marking to each carton much in the same way he would apply a rubber stamp—but without the trouble of an extra motion to an ink pad.

The Old System

Contrasted with this simple method of handling labeling is the former procedure. A traffic department clerk walked to the address-plate file with a shipping order, found and removed the address plate, inserted the plate in the machine, ran off the required number of gummed labels, clipped these labels to the form, and then checked and counted the labels before they were sent to the shipping room.

When the paper labels were received in the shipping department, they had to be checked again against the indicated number and then placed on the cartons after being moistened on a "sticker pot" of water. Two men were required to prepare each order—one of them pulling a skid while the other

walked behind. As each carton was placed on the skid by the first man, the second man labeled it.

Bill of Lading

After this, the shipping order form had to be returned to the traffic department where the bill of lading was prepared, proofread and then sent back to shipping.

Considerable delay was encountered in shipping during the busiest seasons, with a great amount of overtime work necessitated by the labeling bottleneck.

In our experience with the stencil-type labels we have found only one temporary disadvantage — a very minor one which we were able quickly to turn into a positive factor at no cost. Drivers for two of the motor-freight firms which carry the shipments complained that the new markings were harder to find and read than the old paper labels.

Problem Solution

Although these were the only two complaints received, we determined to eliminate the problem—and did so simply by having printed on the cartons a frame for the stencilled address. Now there is no question as to where the address should and will appear. The change involved no cost because it was made coincidentally with a new carton printing order.

(Please Turn to Page 84)

Through use of the new labels in the shipping room, one man handles shipments formerly handled by two shippers

With the Sten-C-Lable, applying addresses is just as simple as rubber stamps. Printed angles facilitate identification



Rollers Provide First-In-First-Out

Live floor permits storage of a variety of components, with the correct

A ROLLING - floor warehouse at the Columbus, Ohio, Westinghouse appliance plant has given the operation economical handling and complete, certain control of components in storage.

The system is flexible, allowing a variety of components to be stored on a first-in, first-out basis, with the correct components always available in controlled fashion. In addition, components get maximum protection, since they are removed from their boxes only when needed, and placed in immediate production.

Westinghouse selected the rolling floor type warehouse because of the large variety of boxed components kept in storage, and because all components must be moved out on an "old-before-new" basis. In addition, the storage pro-

cedure selected had to fit in with a previously established fork truck system.

Live Storage

The live-storage area is made up of level conveyor lanes. Each lane consists of three rows of live-rail wheel conveyor. More than two miles of live rail were used in the installation.

Components are stored on easy-to-handle, 10-gage sheet metal pallets. The pallets are spotted in the line at the feed-in end of each row by fork trucks. The live rails are mounted on batten ties, high enough off the floor to permit forks to slip under the pallets.

Pallet loads in storage move along lanes in the correct order, first-in, first-out; are moved by fork truck pushing at feed-in end,

or easily can be pulled by operator. Components are removed at discharge end.

Each storage lane can carry a different type component, if necessary. Each can carry both old and new versions of a single component, with assurance that old ones will be used first. This avoids confusion when appliance models change.

Live Rails

Live rail is a new type wheel conveyor. It affords unusual versatility, in that the conveyor consists of individual rails which can be spaced wide apart to carry large loads, or spaced close together to carry smaller-sized loads, or ones requiring greater capacity.

The individual rails consist of an efficient "hat-section" struc-

Rails are made up in level conveyor lanes, leaving room for fork insertion



Sheet metal pallets carry the load. They are spotted on the feed-in end of the line by fork truck. Live rails mounted on batten ties cover storage area



Storage

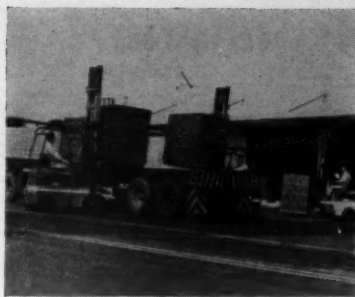
component always available

tural steel shape with low weight-to-strength ratio. Ball bearing wheels, welded to hat-section rail member, are staggered four wheels to the foot for normal applications, or paired eight wheels to the foot where extra capacity is required. The manufacturer claims the wheel mounting is the strongest in the industry.

Rails are available in 5-in. and 10-in. lengths, straight and curved sections, ready for quick assembly, or regular pre-assembled conveyor sections with two, three or four rails, straight or curved, standard widths up to 16½ in. (out-to-out of wheels) and wider.

Portable stands are available to mount rails for temporary set-ups. Batten ties, couplings, etc., are available for permanent installation.*

Two miles of Alvey-Ferguson rail was used to provide controlled storage



Top: Loading outbound trailer is accomplished quickly with 3-truck team



Right: A gas-driven Clark truck high stacks cased tuna fish in the warehouse

Fork Truck Fleet Speeds Tuna Processing

Fleet of 14 fork trucks at this West Coast cannery is used for loading and unloading trailers and box cars, handling fish on the dock, and feeding cookers

A FLEET of 14 gas-powered fork trucks, used for handling everything from raw fish to cased canned goods, helps Van Camp Sea Food Co. cannery at Terminal Island, Calif., meet demands of an operation which must be fast and efficient to assure freshness of products that finally appear on the grocer's shelf.

All supplies received at Van Camp are palletized upon unloading and are thereafter handled by fork trucks. One truck, for example, can unload a freight car of empty cans in 12 man-hours, as compared to the 40 man-hours once required. Thus, all ingredients used in processing are available immediately when the tuna fleet comes in with a catch. Fork trucks also are used for handling fish up and down the

dock, in containers, after ships have been unloaded. And when the fleet sails again, fork trucks are used to haul stores to ships for loading.

After processing, fish are put into cylindrical retort baskets for cooking. A fork truck pushes eight baskets at a time into the pressure chamber and pulls them out again, with a hook device, when the cooking process is completed. Formerly, baskets were pushed manually into cookers one at a time.

As many as half a million cases of canned tuna are handled each month by fork trucks in the warehouse and shipping area. Cases are palletized and tiered to save storage space. Loading out-going trailers is a job measured in minutes when two or three fork trucks work as a team.*

DA Materials Handling Primer—VII

3-B-3-b&i Drag-Chain Conveyors

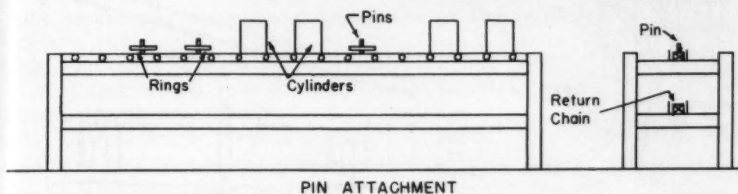
By D. O. Haynes
DA Materials Handling Consultant

The distinguishing characteristic of drag-chain conveyors is that they carry or drag their loads rather than push them. The chains may be made up of plain links, such as those used in case and can conveyors or the load may be moved by means of an attachment which is part of the chain itself, or a device which engages the chain, or a combination of the two.

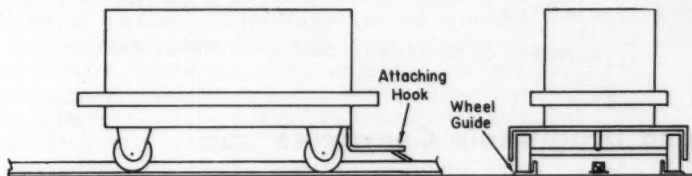
The drag-chain conveyors covered here are those which utilize plain or roller chains with certain devices. Special types of chain conveyor with flat-plate tops will be discussed.

There is one type of drag-chain conveyor not included here, namely, the overhead type which will be considered with other overhead conveyors in a later section.

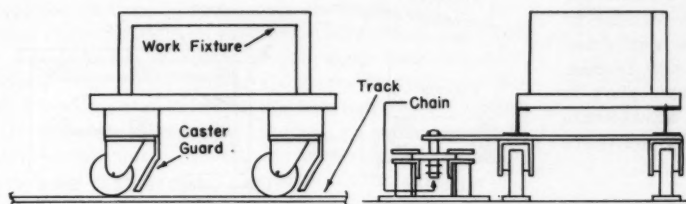
Some Single-Strand Drag-Chain Conveyors



PIN ATTACHMENT



DOLLY DRAG (also frame-mounted)



DOLLY CARROUSEL

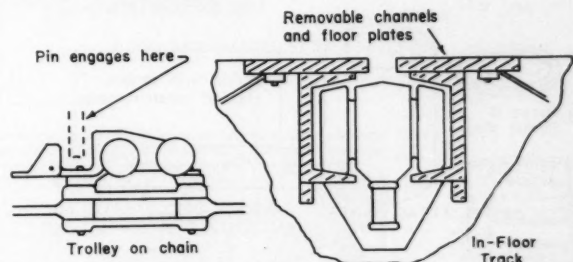
The pin attachment type is one of the simpler of the drag-chain conveyors. It uses conventional links, either plain or roller type, with a projecting pin which is utilized to carry articles such as rings or cylinders through processing, assembling, etc. The plain link type is illustrated. The roller-chain type must be driven by a horizontal sprocket if the pin is to be vertical.

Dollies dragged by chains are utilized widely in assembly work. There are two varieties. In the first, the chain is centrally located under the dolly, which is equipped with a hook for joining it to the chain. In the type illustrated, it is assumed that the carrying part of the chain is continuous.

The second type, known as a carrousel or merry-go-round, has the chain to one side. This is an especially popular type for carrying fixtures to hold work during progressive assembly operations. The path of travel is flexible, but continuous.

In-Floor Drag-Chain Conveyors

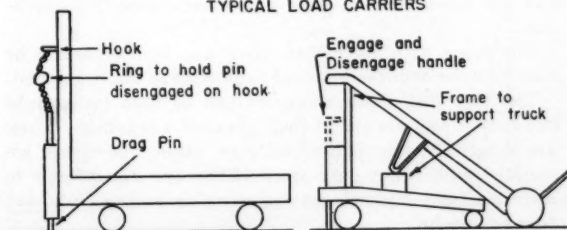
These conveyors drag various kinds of trucks over platforms and through distribution areas. The truck is equipped with a pin which engages a special trolley mounted on the chain. The trolleys are so located on the chain that the trucks will be properly spaced. Typical trucks are shown below. They can be detached and used as regular hand trucks. A pit must be provided for the drive mechanism.



Trolley on chain

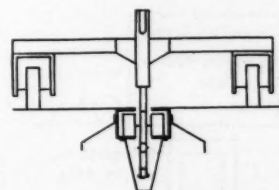
In-Floor Track

TYPICAL LOAD CARRIERS

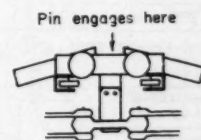


FOUR-WHEEL HAND TRUCK

TWO-WHEEL HAND TRUCK



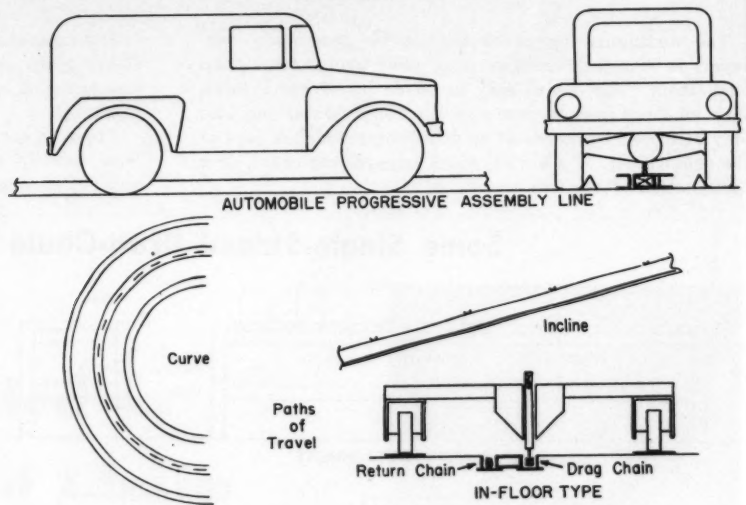
ANOTHER IN-FLOOR TYPE



Heavy-Duty Drag-Chain Conveyors

One of the most widely used types of chain conveyors are the relatively heavy-duty varieties employed for assembly line and processing purposes in the automobile, household appliance, and other industries.

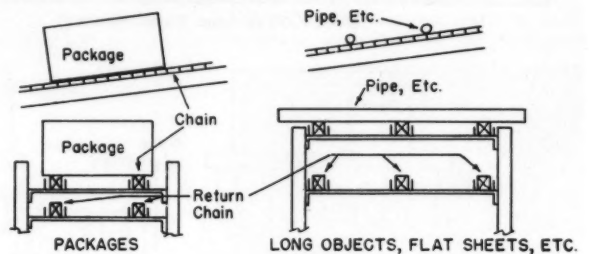
They are variously arranged, both on- and in-floor types being used. They are extremely flexible—their paths of travel can be straight, curved or inclined, according to requirements.



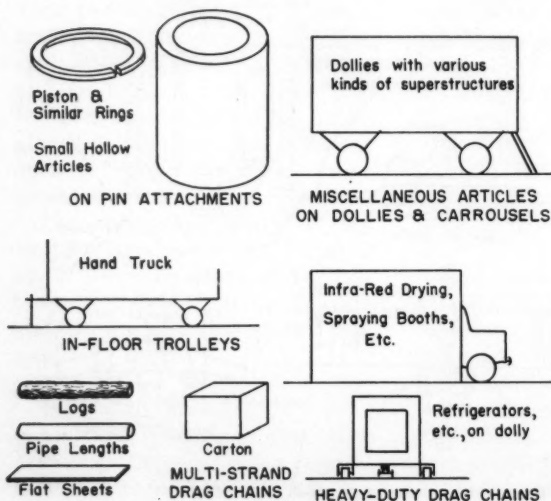
A VARIETY OF HEAVY-DUTY DRAG CHAIN CONVEYORS

Multi-Strand Drag-Chain Conveyors

Multi-strand conveyors are similar to the case and can conveyors previously described. They are utilized for handling cartons and cases other than those peculiar to the dairy and bottling industries. They are well fitted to handle long objects which hang over the side frames. Slight inclines are possible, but if considerable pitch is needed they are equipped with lugs or other attachments and they then fall in another group of chain conveyors described in a later section.



Articles Handled by and Applications of Drag-Chain Conveyors



Throughout the text, reference has been made briefly to the various ways in which drag-chain conveyors are used. The accompanying sketch is suggestive, rather than all-inclusive.

The range of sizes handled is large—the smallest item shown is a piston ring—the largest an entire automobile.

Chains of this type are rugged and are useful especially in passing articles through driers, spraying booths, etc., and are extensively used in progressive assembly operations.

The types with dollies can carry any kind of article or commodity within the physical capacities of the equipment.

The fact that these conveyors can be used in straight and curved paths is one of their greatest advantages. They are relatively less expensive than other conveyors associated with heavy-duty work. They are not difficult to maintain, and replacements of worn or broken links can be made easily.

Flat-Top Chain Conveyors — The Light-Medium Duty Group

These conveyors do not push their loads, and are, therefore, closely allied to the drag-chain types which have just been covered.

The conveyors of this particular group are utilized primarily to move almost any kind of small or medium

size container through a packaging line. But, they also are utilized for other medium-duty conveying work.

In addition to the light-medium varieties, there also are flat-top chain conveyors which are capable of handling much heavier loads. These will be covered separately.

Two Types of Chain Tops

There are two basic types of flat-top chain, and both are available in steel or stainless steel.

1. Rectangular top chains of which there are two varieties.

a. Flat-top with roller chain drive.

b. Hinged flat-top, so constructed that the barrels of the hinges are sprocket-driven.

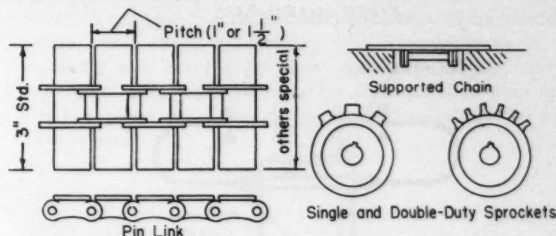
2. Crescent-shaped flat-top chains.

In the first of the flat-top group, the roller chain may be equipped with either double-cotter or spring-clip fasteners. The underside of the chain top is supported on each side by the frame. There are two types of sprockets. In the single-duty variety each tooth of the sprocket actively engages a link of the roller chain during each revolution of the sprocket. When there are an odd number of teeth in the double-duty sprocket, each tooth is active only during every other revolution. This doubles the life of the sprocket because the wear on each tooth is reduced by a half.

The unique design of hinged flat-top chain permits the rectangular sections to fit together closely, so that the assembled chain presents an even smoother surface than the first type described. It also is possible to use sprockets with relatively wide teeth. Shroud plates are an optional feature. They keep the chain running true and prevent creeping during side loading or unloading.

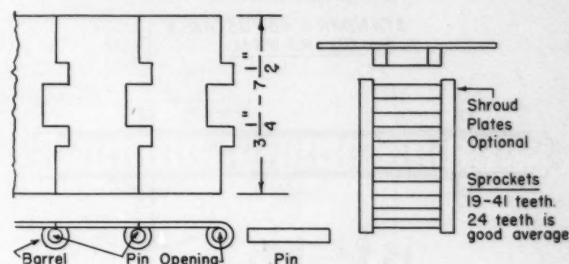
Rectangular plates can operate in straight lines only, but crescent-shaped plates, mounted on universal joint links, can be driven around special idler discs.

The hinged-plate conveyor shown below indicates the various parts used in the makeup of these machines. Chrome plated or stainless steel constructions are available where sanitary requirements call for such machines.

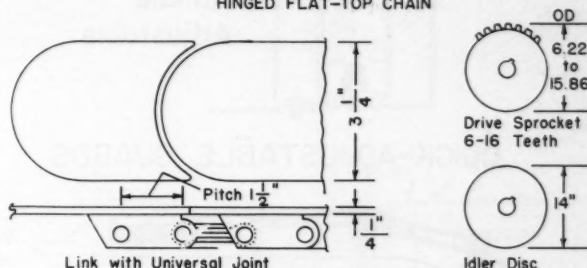


Either Double Cotter or Spring Clip

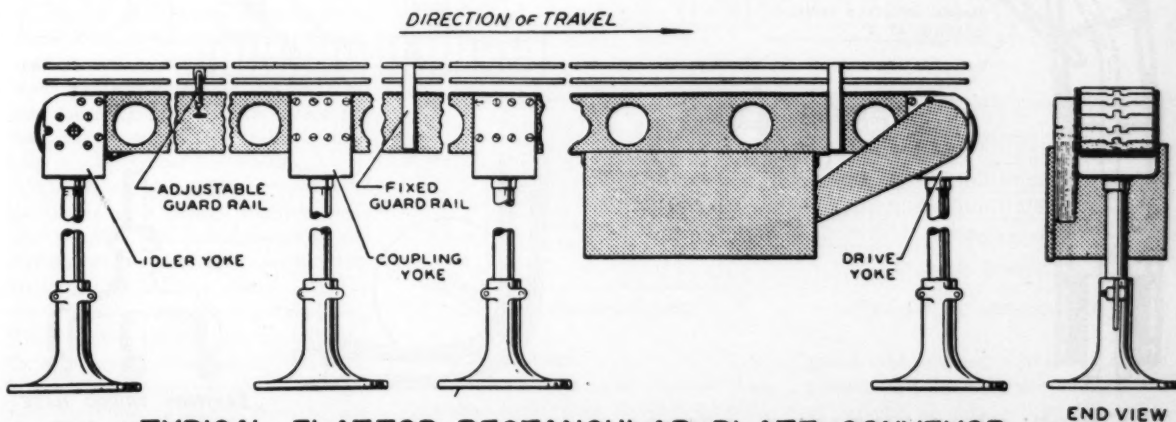
FLAT-TOP ROLLER CHAIN DRIVE



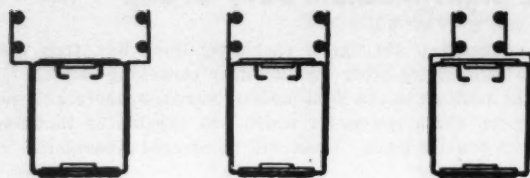
HINGED FLAT-TOP CHAIN



CRESCENT-SHAPED FLAT-TOP CHAIN



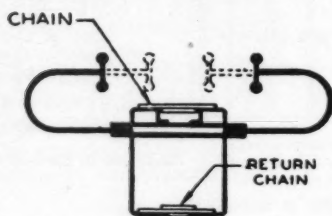
TYPICAL FLAT-TOP RECTANGULAR PLATE CONVEYOR



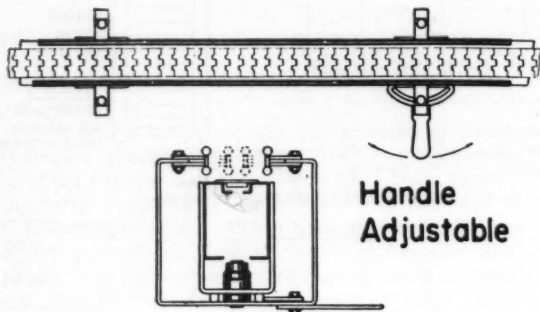
OFF-SET

STRAIGHT
FIXED GUARD RAIL

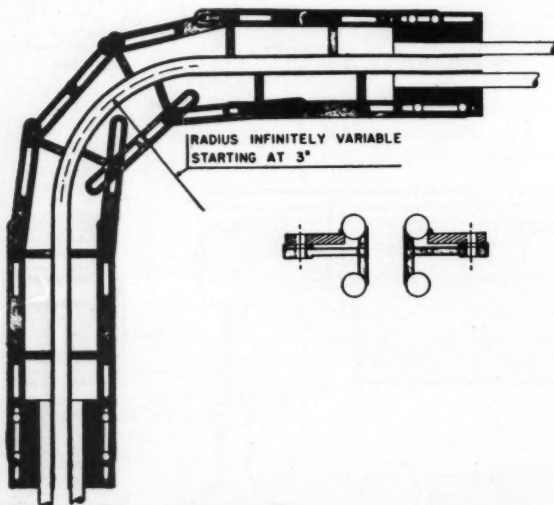
IN-SET



STANDARD ADJUSTABLE GUARD RAIL



QUICK-ADJUSTABLE GUARDS



FLEXIBLE ADJUSTABLE GUARDS

Variable Features

Guard Rails to Meet Every Requirement

Adjustable guard rails are available for use where bottles, cans, etc. of different sizes are to be conveyed by the same machine. The quick-adjustable type is useful where frequent changes are to be made. Shifting the handle and locking it in position sets the guard rails at the required distance apart. The flexible guard rail for curved sections is an ingenious contrivance which provides a quickly adjustable guard when there is a curve in the line.

Alternate Support

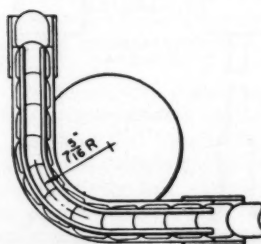
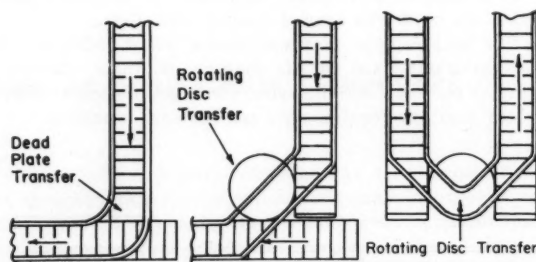
Some installations require a special sanitary support. The one shown below has ball feet which permit easy and thorough cleaning of the floor area under the conveyor. It can be chrome plated as a farther sanitary precaution.

Curves and Transfers

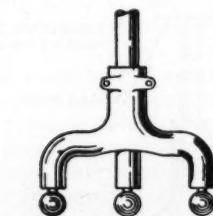
Curves are not a problem with crescent-shaped plate—in fact, this type was developed to make such turns possible with flat-top chains. The universal link under the plate passes around the special idler disc, as shown below.

But, it also is possible to transfer items from one line of rectangular plate top chains to another.

A dead plate is one method of transferring. But the drive is not positive. To secure positive control over the movement of the articles on the line, the most satisfactory arrangement is a rotating disc, powered by a shaft which is actuated by the same motor as one of the lines of the system. With the dead plate setup, the articles are pushed around the line by those following. With the rotating disc, they are carried around and their spacing on the line maintained. With the latter, 180-deg curves are negotiated easily.

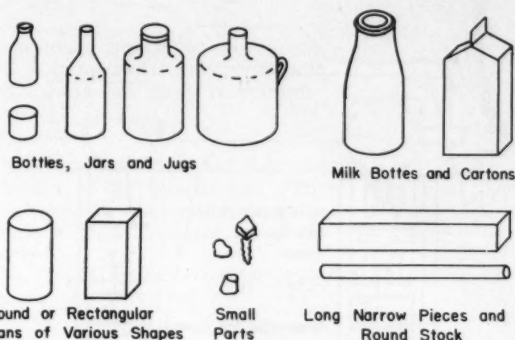


PLAN VIEW OF 90° CURVE



SANITARY TRIPOD BASE
ALTERNATE TYPE

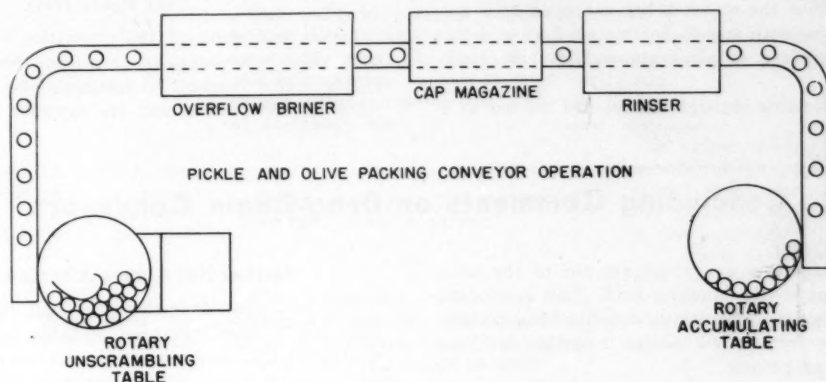
Products They Handle Well



These conveyors are pre-eminently suited to handling all types of relatively small containers—bottles, vials, cans, etc. in a wide variety of shapes—rectangular, square, round, oval, etc.

However, they are not limited in their application to these kinds of articles. The rectangular plate varieties have a rugged surface for carrying items which would injure other types of carriers. Small metallic parts frequently are carried by these conveyors. Long, narrow pieces of wood such as parts for furniture or round stock, either metal or wood are carried successfully by these conveyors.

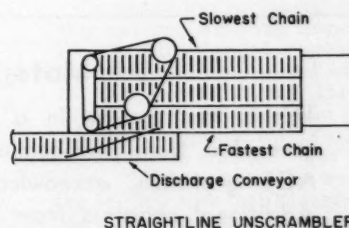
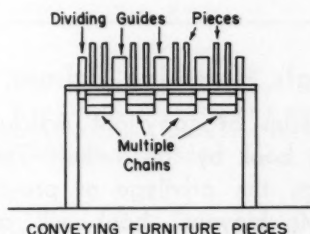
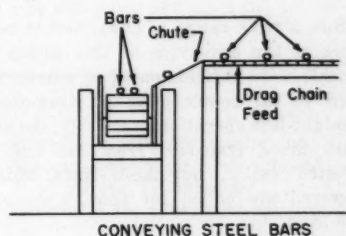
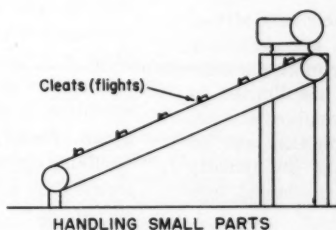
Some Applications



Typical Packing Line

The pickle packing and conveying operation illustrated above is given in detail to show a typical application of flat-top conveyors, together with some of the accessory devices, such as rotary unscrambling tables, which start the containers in file on their way through the various processes, and the accumulating table, where they finally arrive for packing.

At the left are shown a variety of applications. Although slight inclines are possible, the smoothness of the flat-top plates precludes much pitch. However, by adding cleats (flights) the incline can be greatly increased. These conveyors can be used, therefore, to handle small parts, steel bars, etc., after they are ejected by production machines to carry them to appropriate locations for further processing or storage.



essing or storage.

The straight-line unscrambler is a machine with three flat-top chain lines, each running at a different

speed. Its purpose is to lineup empty containers after they are dumped out of cartons, so they will be fed single file through production lines.

Heavy-Duty Drag-Chain Flat-Top Conveyors

These conveyors are among the types that have made possible progressive assembly work which is one of the characteristics of America's mass-production method of manufacturing.

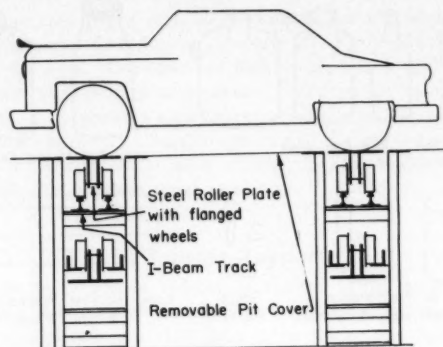
There are distinctive differences between this type of flat-top conveyor and the single-strand variety described previously in this section, and which make them advantageous in certain types of assembly work.

Distinctive Features

First, the flat links are mounted on other links, which are, in turn, carried on flanged wheels. The latter ride on I-beam sections. There are two such lines, so that the area between the two strands is clear of any mechanism. This permits the use of an open pit in which operators can stand and perform tasks on the underside of the conveyed objects.

Second, the fact that the links move and act as a traveling path, means that the object being conveyed does not have to be equipped with wheels nor mounted on a dolly. It is possible, therefore, to place automobiles across the line.

Should the work going through not require the use of a



pit, covers of diamond plate or other appropriate material are laid over the opening

Real Heavy-Duty

As an indication of the capacities which are possible with these conveyors, one such has been made for conveying motor coaches. It has plates 38 in. wide, the conveyor is 800 ft long and its capacity load 1,000,000 lb.

Concluding Comments on Drag-Chain Conveyors

As a group, drag-chain conveyors are one of the most versatile in the materials handling field. This is evident when one considers, that the group handles economically objects that range from a few ounces in weight to those of several thousand pounds.

Diversified Paths

But, a wide range of capacities is not their only virtue. Most of the conveyors of this group also are extremely flexible as to possible paths of travel. Certain of the links used in the construction of drag-chains are limited to straight-line operations—notably, the rectangular flat-tops. With these, transfers from one line to another can be effected easily; but more lines which are individually powered are called for than when crescent-shaped tops are used.

Inclines Not Always A Serious Problem

The fact that drag-chains do not operate on inclines need not, in most instances, be taken too seriously. Practically all the conveyors discussed here can be equipped with lugs or cleats which enable them to carry their loads up or down grade. The reason why this particular feature has not been emphasized here is that all types of inclined conveyors will be covered later as a group and many of these will be recognized as those described here with special pusher or similar attachments. The one outstanding exception is the crescent-shaped flat-top chain conveyor group. These are almost always used in bottle- and can-handling operations in packaging lines run at a uniform level. They are never used where steep inclines are required.

DA Materials Handling Primer Text Book

This is the seventh in a series of copyright articles. The articles are being excerpted from forthcoming book by the author. The editors of DISTRIBUTION AGE gratefully acknowledge the privilege of pre-publication magazine rights. Additional chapters from Mr. Haynes' book will appear in article form in subsequent issues of DISTRIBUTION AGE. The complete text is scheduled tentatively for publication in April, 1956. At that time copies will be available from the Chilton Book Division, Chestnut & 56th Streets, Philadelphia 39, Pa.

TM: "Why in the world don't you go ahead and marry that nice boy?"
 TM's Daughter: "I don't want to leave mother."
 TM: "Then take your mother with you."

—DA—

A WAREHOUSEMAN BECAME SO EXCITED READING ABOUT CIGARETTES AND LUNG CANCER—HE GAVE UP READING.

—DA—

The young rate clerk had just met the father of his favorite girl. "The young man who marries my daughter will get a prize," boasted the proud parent.

The youth paused momentarily, then replied, "May I see it?"

—DA—

Fathers are what give daughters away to other men who aren't good enough for them . . . so they can have grandchildren that are smarter than anybody's.

—DA—

WHAT MOST OF US NEED IS MORE HORSEPOWER AND LESS EXHAUST.

—DA—

Girl elevator operator, alone in the car with a sailor, "Going up . . . going up . . . anybody else going up? PLEASE, will somebody go up!"

—DA—

Anxious Mother: "What does the average college man do with his weekend?"

Dean of Men: "Well, Madam, sometimes I think he merely hangs his hat on it!"



BOSS: "With a car like that, my advice is to keep it moving."

JITNEY DRIVER: "Why?"

BOSS: "If you ever stop the cops will think it's an accident!"

—DA—

One political observer sagely observes that in this rearming movement, the hope is that Germany will grow strong enough to frighten Russia without scaring the wits out of everybody else.

—DA—

EVERY MAN HAS HIS PRICE, BUT SOME HOLD BARGAIN SALES!

—DA—

The love-struck college boy was trying to reason with his father. "But, Dad," he persisted, "don't you believe two can live as cheaply as one?"

"Certainly," growled Dad. "Right now your mother and I are living as cheaply as you."

A soldier passed away and upon arriving at the gates of his eternal home, remarked, "Gee, I never thought heaven would be so much like Texas."

"Son," said the man at the gate, "this ain't heaven."

—DA—

NOTHING IMPROVES YOUR DRIVING LIKE HAVING A POLICE CAR FOLLOWING YOU.

—DA—

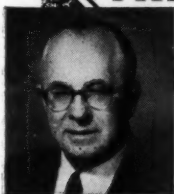
A church visitor was talking to a member of the congregation, and mentioned—with pardonable pride—that her daughter had won first prize in a music recital.

"I know just how you must feel," said her hostess understandingly. "I remember how pleased Paw and I were when our pig got the blue ribbon at the Fair."

—DA—

KINDNESS IS THE OIL THAT TAKES THE FRICTION OUT OF LIFE.

STOPS IN TRANSIT



With
Linné
Johnson

What's in a name has intrigued many in the case of Doc's Transfer and Storage, Birmingham. Doc is the nickname of C. E. Willis, oldest of the two Willis brothers—owners. Jack Willis is in sales, and Doc handles, as you may surmise, operations.

—DA—

John Terreforte, American Chain of Warehouses, was vexed by a recent trans-Atlantic call. John says the guy was talking out of Turin.

—DA—

One of our conventioners, at the last national fandango, was out on the town for a late snack. He strayed into a spot so tough, he claims that even the female shrimp were gun molluscs.

Wives of TM's oft remind us
 We can make their lives sublime
 If at all our TC shindigs
 Husbands are sent home on time

—DA—

Charles B. Roeder, general distribution manager, American Home Foods, Inc., recently changed warehouses at an undisclosed location, and laid down the law about rotating the stock. "That's why your competitor lost the account," supplemented Charlie. "It don't surprise me none," was the answer. "I always figured he was wasting his time with that Kiwanis crowd. Me, I'm a Rotarian from way back."

—DA—

Epitaph For a Rate Clerk
 He checked most every rate conceived,
 And rated every check received.

... the Year of Decision?

(Continued from Page 35)

fair shares of traffic doled out by a legislative body among transportation carriers, or whether or not you want to see those carriers compete for and earn, a fair share of the available traffic.

Antique dealers have a place in our economy, but a very small one. They form no part of industrial dynamics which, today, would not exist if you had a collection of antique dealers preserving the inherent advantages of the wringer-type washing machine because it said so in a book. Pitiful, too, would it not be if the prices of today's automobiles were arbitrarily doubled by an omnipotent governing board because the inherent advantages of the steam automobile had to be preserved while progress stood still.

I am hopeful that as the days progress, you will cut through all of this murkiness and come down to an analysis of what the Weeks committee intended, and what you want.

When the hearing was held in Washington recently before the subcommittee of the House Committee on Interstate and Foreign Commerce, general counsel Pinkney of the ATA submitted a brilliant analysis of his concept of transportation. It, along with many prior statements from the same organization, dealt at great length with former railroad malpractices. These we readily admit.

"Night Owls"

Monon recently distributed a cartoon booklet, in which I took particular pains to comment that regulations were not imposed because the railroad industry presented a united monopoly to the shipping and traveling public, but actually came into being because railroads stayed awake nights trying to think up better ways and means of cutting each other's throats.

I know that this next statement doesn't make it right, but if you take a look at your history, you will find that we weren't too much different from a lot of other people at the time. The big difference is that we got caught at it.

If you think that the recommendations of the Weeks committee are sufficiently broad; that they will permit the railroads to engage in cutthroat practices—even among themselves, and you at the same time believe that the railroad industry has a mentality of the type that will permit it to engage in such tactics, why, by all means let us bury the Weeks report so deep that it will never be heard of again, let alone ever found.

I cannot speak authoritatively on the subject of what is good about the Weeks Report and what is bad about it for transportation as a whole. I can give you my thoughts, but, naturally, I am prejudiced.

U. S. Transport World's Best

I feel that you can't legislate shares of business among firms and expect the firms to remain dynamic. America has the greatest transportation system that exists today, but it didn't get there because of any competition which is alleged to have been created and fostered by our present system of regulation.

We have the best transportation empire in the world because American capital, American ingenuity, and American technology are better than anything else in the world. Our regulation has not kept pace, and, in my opinion we have, with one notable exception, the most unrealistic system of common carrier regulation in the world.

Today's students of transportation base their theories and practices on a set of rules and regulations which, while they always have been painstakingly analyzed, have never been broadly analyzed. Because transportation was operated a certain way in 1887, we seem to have allowed ourselves to think that transportation regulation and transportation practices must always be reviewed in terms of the base of 1887.

We attach singular importance to what took place in the 19th century and construct not only our modern regulation on that ancient base, but also use it for a foundation upon which to construct our conjecture of what might happen if our memories of 1887 were ever eliminated from our thinking.

This philosophy is perhaps the most irritating thing with which I am confronted. Laymen and transportation economists alike look upon transportation as transportation. I wish they would begin to look upon transportation as a business—as an American business. Until they do, the people who use it for existence are sorely limited in capacity.

A Losing Proposition

Let's presume that the Weeks Report is adopted. The logical question is, "What happens then?" In the first place, assume that it was adopted without exception as it now stands.

I can assure you that before Mr. Eisenhower's signature is dry, if I possibly could do it that quickly, I would remove from operation a bus service we are providing in southern Indiana at an unhealthy loss.

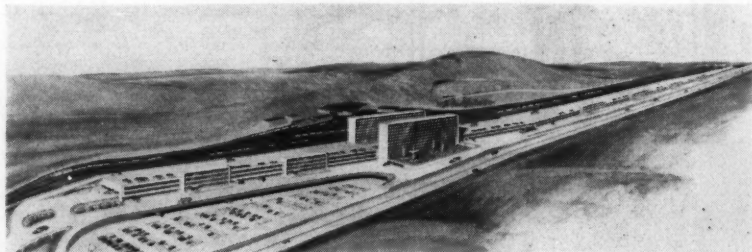
In the first eight months of this year we took in \$1,242, which is an average of \$155 a month. In August the driver got \$500 alone. As a matter of fact, the amount of money we took in through the end of August didn't even pay for the gasoline and oil that the bus used in the eight months.

In this case, we would not be making an arbitrary decision by taking the easy way out. The bus has no conceivable future, and it wouldn't have unless everybody in the towns it serves decided to ride it every day just to pay the Monon a profit.

In the second place, let's assume that I would attempt to justify to the ICC under the proposed minimum rate rule, an application for a reduced rate on limestone between points A and B.

In many of the limestone situations in which I might ask for a reduced rate, I could move the traffic for practically nothing and still not get it for the simple reason that it would be economically unsound to construct a sidetrack into the delivery site.

Industrial Development in Pittsburgh



The new Parkway Terminal site is located on the Penn-Lincoln Parkway about five minutes drive from Pittsburgh's business district. Designed for warehousing and light manufacturing firms, the single-structure terminal, four-fifths of a mile long, will include office and plant areas, parking facilities, utilities, access to rail and truck transportation, plus many special features—all immediately available to companies when they occupy terminal space

However, let's get ridiculous for awhile and assume that I got enough of the business to put a trucking company out of work. How have I done that? I have done it by supplying something better or I have done it by supplying something for less. Either way, the consumer has gained and the American public has gained. Have I done anything wrong?

Where do you look for proof? The proof lies in the fact that you don't shed tears every day for the surrey, and you don't stay up every night bemoaning the fate of the Edison voice cylinder.

The question then comes up about the people I may have hurt. I have put trucking employees out of business. They will be in exactly the same boat as the old carriage maker. The carriage companies went out of business and the carriage makers were put out of work.

I guess you know where the carriage maker is now. He's on an automobile assembly line—and, frankly, he never had it so good.

The Traffic Future

The future of the traffic fraternity in both the industrial and transportation world is one of our vital questions. This field of endeavor in which we all are so interested has, I believe, an opportunity to enlarge and strengthen its abilities if it has a modern transportation policy.

Newness and challenge broaden, and as we all see need for increasing the professional level of traffic work, an enlightened and more workable transportation policy should create new tools with which to express stifled traffic abilities.

I believe that each of us has an obligation to help in the determination of whether or not the recommended changes should become law. It is time for railroad men and truck men to keep on trying to present more lucid concepts of what competition in transportation should be like, and we naturally expect that industrial traffic will lift its voice in these attempts to find light and wisdom for transportation.

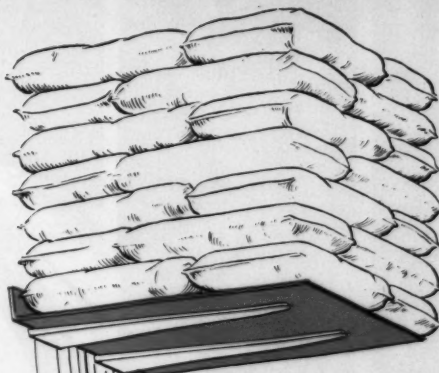
I think it is important that we all must establish and foster among representatives of transport agencies, a respect for the ability of our competitors to provide a service; a respect for the quality of that service; a respect for the opinions of those competitors on the theory of transport regulation, and a respect for the right of those competitors to wage a vigorous struggle on behalf of those opinions.

In the ensuing weeks, we will have definite confirmation of where the public interest lies. You have an obligation to tell us. I hope that you will do so, and that you will do so emphatically—regardless of your interpretation of national welfare. •

(Resume Reading on Page 36)



SAVE with Fork Trucks



MEAD
board

and Chestnut POKE-PAK



When you spot-glue bags on Chestnut Poke-Pak, you create a load that handles as one unit right through to final break-up. Only twenty-six units of 3000 pounds load a car, as against 780 100-lb. bags individually handled. What savings! Poke-Pak costs so little it's expendable after final handling. The specially-made fiberboard is hard, rigid, tough; supports any load; keeps center of gravity low. Superior to wood pallets with their annoying credits, return freight, chargebacks, splinters and nails that snag bags. Only end walls of cars need now be lined. Poke-Pak is economical, convenient for manufacturer, shipper, carrier, consignee, user.

FREE CONSULTANT SERVICE upon request; car-loading diagrams, bag patterns, samples of Poke-Pak. Fits any size bag unit, truck or car. Write today for complete information, including interesting brochure.

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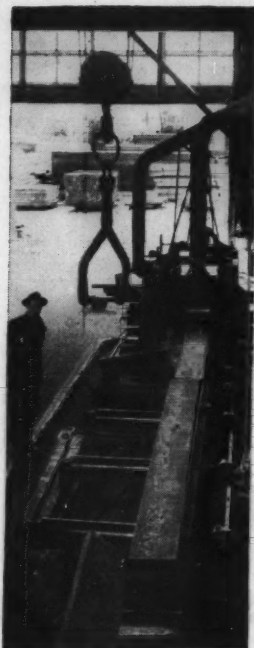
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CHICAGO 30, ILLINOIS 6124 N. Milwaukee Ave.
NEWARK 2, NEW JERSEY 10 Commerce Court
DETROIT 35, MICHIGAN 18045 James Couzens Hwy.
BOSTON 10, MASSACHUSETTS 43 Leon Street



POKE-PAK COSTS SO LITTLE IT'S EXPENDABLE

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Wabash/Road of the men who move lumber



from mill



via Wabash



to builder

or, how to get your product to market on time

Never busier, never more rushed, home builders today are working against tight deadlines. Contractor-bound lumber can't wait on excuses. It must move *fast*.

Wabash "HOT SHOT" schedules give men who move lumber a dependable way to meet their tough delivery problems. Prompt tracer reports and the flexibility of car diversion and re-consignment while en route are other Wabash services lumber shippers know and use.

Just as it is for lumber, Wabash "HOT SHOT" freight is a time-saving route for *all* commodities. Whatever the products you want to get to market on time, ask to hear the Wabash story. Representatives in 45 cities can give you all the facts.

Wabash "HOT SHOT" FREIGHT



L. E. CLARAHAN,
Vice-President—Traffic, St. Louis 1, Mo.

SHIPPERS!

Look at the advantages of
Wabash "HOT SHOT" Freight

1. "Bridges" the Heart of America, a member of 13 Eastern and Western rate associations and committees.
2. Connections with 64 major railroads. Coordinated schedules at 118 interchange points.
3. All Diesel-powered trains.
4. Superior car service to shippers.
5. Fast "HOT SHOT" schedules to and through the major Gateway terminals or by-passing them altogether—as you wish.
6. Modern yards designed for faster assembly of trains and more orderly traffic flow.



Traffic . . .

(Continued from Page 39)

portation companies giving the best service.

Often, it is also of very important assistance in rate making proposals that may be instigated with carriers; as in no other way can the transportation activity of the corporation be reviewed as a whole, rather than by individual plants.

All routing requests are forwarded to the New York General Traffic Department for checking and approval. Each plant reports daily, all carload and other shipments made. Routes are worked out with buyers' traffic departments and orders not shipped on schedule are reported to New York with the reason for delay. This enables the information to be passed on to the interested departments.

Shipments requiring special or expeditious service are promptly handled with the carriers and, where necessary, the consignee is informed of shipping dates or anything else he may want to know.

Plant traffic departments are required to adhere to prescribed routes but if, due to local conditions, specific carriers are unable to supply the equipment or service required, the plant traffic department has the authority to substitute another carrier. Plant traffic departments are encouraged to improve their efficiency and service to and from the plants, and their routing recommendations receive the fullest consideration.

The General Traffic Department has the responsibility of servicing all outside warehouses even though local storage is a specific requirement of the Sales Department for handling the demands of local accounts. Each request for warehousing is analyzed carefully to see that the extra cost is more than offset by increased sales and advantageous service to the customer.

Claim Prevention

Claims are looked upon as a necessary evil. If claims can be kept to an absolute minimum, it shows a well-functioning traffic department. Unfortunately, however, due to the complexity of the freight rate structure as well as to the inherent nature of damage in transit, claims cannot be eliminated.

The traffic department is, therefore, constantly concerned with problems relating to breakage in transit and reports are made to purchasing and production departments on how shipping containers perform their duty while in the possession of transportation companies. For the proper polic-

ing of all claims, which represent corporation monies, one central clearing house is set up in New York.

Traffic control on export and import shipments are the responsibility of the General Traffic Department in New York. Copies of all export orders and purchasing orders of imported items are sent there for advice and arrangement for the transportation involved, as well as for the handling of the numerous documents and other paperwork in accordance with the exact and specific requirements of exporting and importing.

Comment by Dr. Frederick

The traffic department of the National Distillers Products Corp. is an excellent example of the centralized operation necessary in a large organization with numerous branch plants. The major traffic activities are handled at headquarters rather than being divided.

This means that tighter control can be maintained over routing and traffic distribution; that more highly skilled technicians can be employed to perform specialized duties; and that uniform traffic management procedure can be maintained for the entire organization. At the same time, the division traffic managers at the various plants have well-defined responsibilities and are in a position to make their experience with particular products of greater value.

Division Responsibilities

In maintaining such divisional traffic responsibilities, National Distillers has gone contrary to what has taken place in other growing organizations in their absorption of smaller companies. Usually these smaller companies already have traffic departments. The problem is what to do with these people, all of whom are skilled in the problems of handling their particular products. In many cases, the technique has been to take such traffic managers into the centralized traffic department as assistant traffic managers, with the actual shipping function remaining at the subsidiary plant. Thus, the experienced man is added to the headquarters staff in charge of relations with the subsidiary involved, but having at his disposal all the highly developed tariff and other research facilities of the centralized department.

A problem sometimes arises in getting these former traffic managers, who stay at the plants or become assistants in the big group, to take full advantage of the larger corporate facilities. Often, they are too prone to follow everything through all steps involved by themselves, as they had to do in the past in their smaller operations; to be doers, not managers. Some never get over this tendency. *

(Resume Reading on Page 40)

Almost 7-Ft. long . . . yet it TIERS IN 6-FT. AISLES!



RAYMOND

**Electric
TIERING TRUCK**

Gives you up to
50%
more storage space



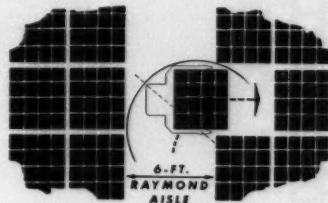
**IT'S MAGIC the way this RAYMOND Truck tiers
in aisles narrower than its own length with load!**

Yet, day after day this truck does just that in hundreds of plants and warehouses.

HERE'S THE SECRET . . .

The RAYMOND Truck is extremely compact, has a patented off-set drive wheel with 200° turning arc. This permits it to right-angle stack from 6-ft. wide aisles . . . gives you up to 50% more storage.

Its light weight allows safe operation on low-capacity elevators and floors. 51" free lift enables it to tier in low-ceiling areas without increasing overall height.



NEW LEASE-PURCHASE PLANS!

Now it's easy for you to own or lease any RAYMOND Electric Truck. Three new plans permit you to rent or purchase over 1 to 3-year periods. Ask your RAYMOND representative about these plans!

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**Electric Industrial Trucks
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- ☐ Please send Bulletins on 2,000 and 3,000 lb. Tying Trucks.
- ☐ Please have your representative call.

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COMPANY _____

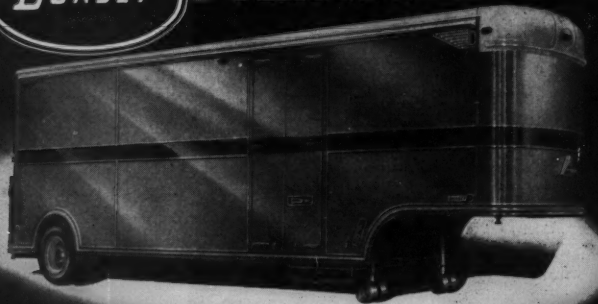
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CITY _____ STATE _____

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MORE PAYLOAD SPACE

In the Beautiful New
DORSEY FURNITURE VAN



ALTHOUGH the new Dorsey Hi-Cube Furniture Van is wider than before—full 92 inches inside—the frame strength is as great as ever. This means increased payload capacity for America's most beautiful furniture van, with traditional Dorsey ruggedness to carry the extra load. For easier loading, the floor height is only 28 inches and the space between the watertight wheel boxes is 42 inches. Rear doors are full length and curbside doors are 48 inches wide.

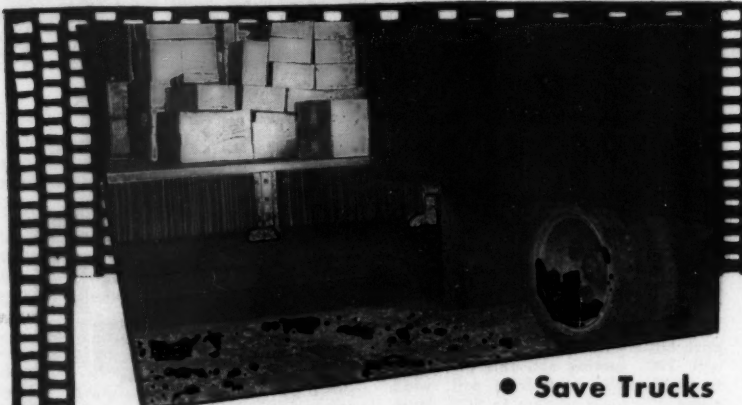


SEE YOUR DORSEY DISTRIBUTOR FOR TRAILERS BUILT TO YOUR REQUIREMENTS



*Plastic Roof Cap—
Another Dorsey "First"*

DORSEY TRAILERS · ELBA, ALABAMA



• Save Trucks

• Save Docks • Prevent Damage

DURABLE resilient rubber Loading-Dock Bumpers absorb the BUMP when truck and dock come together—

- Prevent damage to truck bodies.
- Eliminate replacement of dock timbers.
- Protect fragile freight—reduce claims.
- Easy to install.

Send for complete information.

DURABLE MAT COMPANY

75 N. Pleasant St., Norwalk, Ohio
755 Kifer Road, Santa Clara, Calif.

Circle No. 17 on Card, Facing Page 49, for more information

... Leasing

(Continued from Page 27)

1. Time-saving for executives. The executive can devote his full time to the company's basic business rather than the operation of a motor vehicle fleet, with its problems of licensing, insurance, fuel, maintenance, equipment purchase, etc.

2. Budget control. In leasing, all costs can be charted in advance, making it possible to budget expenses and determine in advance per-mile costs.

3. Elimination of maintenance problems. With the lessor supplying all maintenance, the user is relieved of the necessity of establishing a shop, purchasing equipment and supplies, and hiring maintenance personnel.

4. Release of capital. Capital which ordinarily would be tied up in highway equipment is released for use in other phases of the business operation.

5. Better equipment performance. In addition to keeping the truck in perfect running order with scheduled maintenance and preventive maintenance, the lessor replaces all equipment at regular predetermined intervals.

6. Uninterrupted service. Substitute equipment is available immediately in case of emergency.

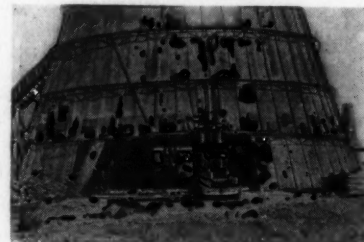
7. Elimination of surplus property. The user's fleet is kept at a minimum, with extra equipment supplied as needed.

8. Paperwork simplification. The lessor handles all paperwork details incident to licenses, taxes, etc., relieving the user of this bookkeeping chore.

9. Driver control. By providing his own drivers, the user can be assured that he has men on the street who are aware of the importance of good will and courteous service.*

(Resume Reading on Page 28)

"Operation Burner"



Through a feat using four Hyster "150" lift trucks, the Olson-Ross Lumber Co. now has a 20 per cent increase in burning area. The four trucks were positioned around the burner and the 20-ton structure was raised ten feet while a new course was constructed at the base

Shippers' Cooperative Saves \$30,000 First Year

Organized to expedite consolidated shipments from New York, this group assumes 98 per cent of the shipping burden of the individual merchants

ON July 13, 1954, some 9,778 lb of merchandise arrived in Richmond, Va., from New York as the first shipment for members of the Central Virginia Shippers Association.

One year and 8,000,000 lb later, the 54 members of the group had realized a combined saving of more than \$30,000 through the cooperative program.

The nonprofit organization was established in June of last year, after months of study by a special committee of the Richmond Retail Merchants Association.

Local merchants who are members of the association place their orders for merchandise in New York with directions to deliver the goods to a central warehouse where all the items for Richmond members are consolidated.

Overnight Delivery

The merchandise then is shipped at night from New York, arriving the following morning. It then is distributed to the merchants who pay freight costs according to the weight of the material they receive.

A small merchant receiving a 200-lb package doesn't pay any more per pound than one getting 2,000 lb. The saving to the merchant is possible because of the merchandise being consolidated into one shipment. The association also is responsible for all shortages, damages and insurance on the shipments.

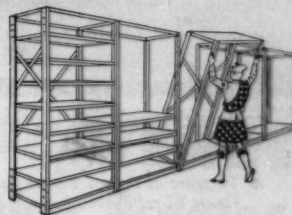
The shippers' group has spent more than \$160,000 for the service. This money comes from the initiation fee paid by members and an operating charge of 5 cents per 100 lb paid by the merchants.

Success of the operation has been such that the association plans to organize similar programs for shipments coming from Philadelphia, Boston and Baltimore. Freight rates also will be reduced, it is predicted. •

No Steel Shelving is easier or quicker to assemble. No bolts or nuts are needed to assemble shelves. It's the most practical and most flexible shelving on the market. Saves time and money from first day of its installation.

BORROUGHS STEEL SHELVING

*
Each individual unit is complete in itself
... no part depends on unit next to it... any unit or shelf can be moved independently.



send for new 32-page catalog



Flexibility is demonstrated in this partial view of the large Borroughs shelving installation at the Ford Division of the Ford Motor Co., Assembly Plant No. 2, Louisville, Kentucky.



A portion of the Borroughs shelving installation at the warehouse-carpet section of the J. L. Hudson Co. department store, Detroit, Michigan. Open end assembly permits easy storage of rolled stock.

BORROUGHS MANUFACTURING COMPANY
A Subsidiary of The American Metal Products Company of Detroit

3002 NORTH BURDICK **amp** KALAMAZOO, MICHIGAN

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If I were
traffic
manager...



this is what
I would do
about the West!

I'd take advantage of San Francisco's central location and climate—best on the West Coast for storage—and distribute through San Francisco Warehouse.

- 50 years as Pacemaker of Pacific Coast Warehouses
- Over 500,000 square feet storage area
- Sprinklered or Electric Fire Detectors
- ADT Supervised
- General Merchandise, U.S. Customs and Internal Revenue Bonded Storage
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- Permitted City Carrier
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- Private RR Sidings
- Reciprocal Switching



SAN FRANCISCO WAREHOUSE CO.

MAIN OFFICE:

605 Third Street, San Francisco 7, Calif.
Telephone: SUtter 1-3461

NEW YORK REPRESENTATIVE:

Distribution Service, Inc., 2 Broadway
Telephone: Bowling Green 9-0986

CHICAGO REPRESENTATIVE:

Distribution Service, Inc., 251 East Grand
Avenue Telephone: SUperior 7-7180

... Trucking Convention

(Continued from Page 37)

contract carriers. He spoke on "Safety Sells Trucking."

Private Carriers

Harry Cooke, Penn Fruit Co., Philadelphia, Pa., was named chairman of the Private Carrier Conference. Other officers elected were: R. J. Van Liew, Blue Bell, Inc., New York, N. Y., first vice chairman; J. J. Gill, Petroleum Heat & Power Co., Providence, R. I., second vice chairman; H. H. Lincoln, Standard Brands, Inc., New York, secretary, and G. A. Schwab, Atlantic Refining Co., Philadelphia, treasurer.

"A highway bill without provision for taxation would expedite passage during the next session of Congress of the necessary legislation to meet the urgent needs for new roads," delegates were told by Arthur C. Butler, director of the National Highway Users Conference.

He said that one such bill, the Thompson Bill, was introduced during the last session of Congress but did not authorize as much money as most officials feel is necessary. The bill was defeated on the House floor.

However, he said, "It included no financing provisions at all, assuming that any possible necessary increase of revenue would be worked out by the House Ways and Means Committee, as is the usual procedure."

Other speakers at the private carrier meeting were: James L. Harman, Jr., National Council of Farmer Cooperatives, on "Agriculture's Stake in the Trip Leasing Issue"; James F. Pinkney, ATA general counsel, who spoke on "The Cabinet Committee Report," and K. E. Russell, of the ATA public relations staff, on "The Railroads' Target Is You."

Regular Common Carriers

R. A. Goodling, Dixie Highway Express, Meridian, Miss., was named Chairman of the Regular Common Carriers' Conference. Other new officers are: J. L. S. Snead, Jr., Consolidated Freightways, Portland, Ore., first vice chairman; Philip Hemingway, Hemingway Bros. Interstate Trucking Co., New Bedford, Mass., second vice chairman; L. D. Rahilly, Interstate Motor Freight System, Grand Rapids, Mich., third vice chairman, and E. G. Minor, Western Trucking Co., St. Louis, Mo., treasurer.

R. J. Babcock, outgoing Conference chairman, spoke at a special luncheon in honor of the ICC. Other speakers at the two-day session included Donald Hipkins, deputy administrator of the Small Business Administration, and Curtis B. Plummer, chief of the safety and special radio services bureau of the FCC.

Plummer told the group that new

uses for radio appear to be virtually unlimited. He pointed out that nearly every day we hear of a new development, or a variation of an older development, that makes radio even more useful for purposes of safety or economy.

Irregular Route Carriers

Peter D. Serro, Rand Express Freight Lines, Lyndhurst, N. J., was elected chairman of the Common Carrier Conference-Irregular Route. Eldon Miller, Eldon Miller, Inc., Iowa City, Ia., was elected first vice chairman; J. D. Brothers, New Dixie Lines, Richmond, Va., second vice chairman, and Kern L. Smith, Penn Dixie Lines, York, Pa., third vice chairman.

Other officers named were: M. T. Richmond, Mercury Motor Express, Tampa, Fla., secretary, and R. A. Peters, Miller Transportation Co., Kokomo, Ind., treasurer.

A panel of six refrigeration and transportation experts called upon members of the conference to assemble and coordinate all available information on transporting perishable and frozen commodities. The panelists specified industry wide problems and the need to solve them. Moderator of the panel discussion was Harold Emerson, Seabrook Farms, Bridgeton, N. J.

A Refrigerated Carrier Division was formed within the Conference. Sidney Alterman, Alterman Transport Lines, Miami, Fla., was named chairman of a temporary steering committee delegated to work out organizational details.

Speakers at the meeting included James Pinkney, Robert Abel, chief of the ATA Radio and Communications Section; Brigadier General E. C. R. Lasher, assistant chief of transportation-traffic, Department of the Army, and Neil Curry.



Local Cartage Operators

Piggy-back service, the development of a Short-Haul Carriers Section, and developments in the assembling and distribution fields were major topics of discussion at the Local Cartage National Conference meeting. Meetings were presided over by Matt Mahon, Jr., president, and Fred Geiger, chairman of the Board.

The formation of a Short-Haul Carrier Section was authorized to be officially incorporated in the by-laws at the next convention, in May. At that time, also, a Short Haul Carriers Information Service will be advanced.

Munitions Carriers

Ray A. Hendricks, Garrett Freight Lines, Inc., Pocatello, Idaho, was elected president of the Munitions Carriers Conference. The retiring president, C. O. Gillogly, C. I. Whitten Transfer Co., Huntington, W. Va., will serve as chairman of the Board of Directors for the coming year, and Gail Crawford, Ringsby Truck Lines, Inc., Denver, Colo., was elected first vice-president.

A newly created post of second vice-president will be filled by Leo Mellam, Watson Brothers Transportation Co., Inc., Omaha, while George M. Hughes, Hughes Transportation, Inc., Charleston, S. C., was elected treasurer. A change in the conference by-laws made William J. Burns secretary in addition to his duties as managing director.

Automobile Transporters

Officers and a Board of Directors were elected in a move to reactivate the Automobile Transporters Conference.

Elected Conference chairman was Gordon Hall, Safety Convoy Co., Dallas, Tex. Chosen vice chairman was Edgar S. Idol, Speedway Transports, Inc., St. Louis. Secretary is T. P. Geddes, Great Lakes Forwarding Corp., Buffalo, N. Y.

Other conferences which met briefly during the week were the Film Carriers Conference, the Tank Truck Carriers Conference, and the Oilfields Haulers Conference.

Rodeo Winners

The nation's three champion drivers and their fellow contestants were honored at the annual National Truck Rodeo banquet. The banquet feted 55 drivers, representing 18 states, who competed in the Rodeo.

The three newly crowned champions are Aubrey L. Harper, Chattanooga, Tenn., of the Super Service Motor Freight Co., straight truck class, driving an International Harvester truck with Fruehauf van; Covert Flucks, Dearborn, Mich., of the W. Ford Johnson Cartage Co., of Detroit, single axle semi-trailer class, driving a Chevrolet tractor and a Fruehauf trailer, and James S. Jackson, Wins-

ton-Salem, N. C., driver for the Pilot Freight Carriers, Inc., driving a Dodge tractor with a Trailmobile trailer.

Executive Committee

The ATA Executive Committee, which makes recommendations to the Board of Directors, which are, in turn, carried to the general membership, met on the opening day of the Convention.

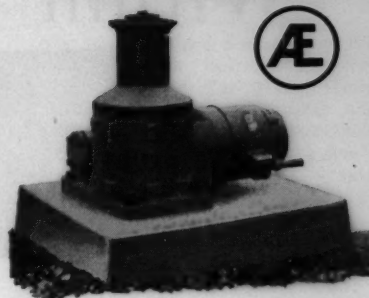
The Committee, in addition to reaffirming the ATA stand against the Weeks' Report and reiterating the ATA highway finance policy, approved a suggestion that the ATA cooperate with the ICC on brake systems that would assure that at least half of the brakes (front brakes excluded) would be operative in a combination of vehicles in the event of brake failure, with the action aimed at new rather than existing vehicles.

The Committee also recommended a carry-over for further study of the compatibility of proposed fuel use-tax laws with a policy statement on reciprocity; approved an amendment to the charter of the ATA Industrial Relations Council; approved trailer specifications advanced by the Automobile Manufacturers and Truck-Trailer Manufacturers Associations (with some reservations), and voted down a proposed change in the name of the Council of Safety Supervisors.

(Resume Reading on Page 38)

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Harry A. Lowther Co., Joliet, Ill., builders of the Lowther Scooter, selected a Model AEN Wisconsin HEAVY-DUTY Single Cylinder Engine as the most dependable power unit for powering this equipment. The scooter is constructed along conventional automotive lines, with automobile differential, drive shaft, clutch and 3-speed transmission which enables it to negotiate steep ramps under load. The Model AEN is also available with electric starter and generator.

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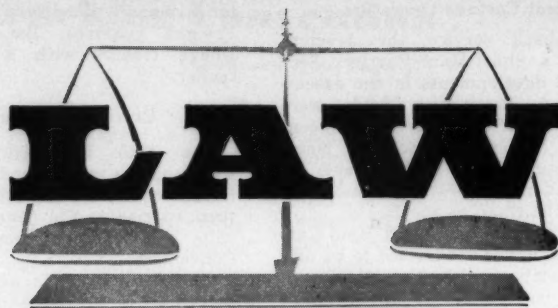
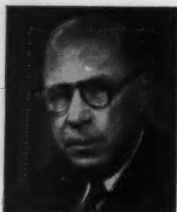


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Circle No. 20 on Card, Facing Page 49, for more information

Within the



By Leo T. Parker Legal Consultant, Distribution Age

WAREHOUSING

In this article I shall answer an unusually interesting and important legal question which I received from several warehousemen over a period of time.

Can a new warehouse company adopt and use a name similar to one used by an older firm?

When determining whether either a trade-mark or trade name infringes on another, two important considerations are: Is there likelihood of the original user of the name suffering financial loss as a result of the similarity of the name adopted by a competitor and is the public likely to be deceived by the use of the new name?

The courts unanimously are of the opinion that the user of a new trade name shall not in any manner, directly or indirectly, profit from money expended by the owner of a previously established warehouse business.

For illustration in *S— Storage Co. v. P— C— S— Storage Co.*, 136 A. 203, it was shown that a company conducted a storage business under the name of "S— Storage Co." Subsequently, another company became a competitor in the storage business in the same city under the name of "P— C— S— Storage Co."

The "S— Storage Co." sued the "P— C— S— Storage Co." claiming that the use of the latter name was damaging to its business. The counsel for the new storage company argued that the owner of the old business could not acquire an exclusive right to use the word "storage," and that the words "storage company" are not subject to exclusive ownership.

Nevertheless the *P— C— S— Storage Co.* was held liable in damages to the owner of the *S— Storage Co.* In granting an order restraining further use of the new name, the higher court said:

"I think that the well-settled rule is that words must be taken in their

usual and ordinary meaning, unless there is something to indicate to the contrary. . . . This being so, it follows that after the first user has used its present name in its business in the community where it has become known generally, and where the public has come to know it by the name adopted and used, any unfair interference with or appropriation of a dominant part of that name by a competitor, who uses it in any way which ordinarily would deceive the public into believing that such competitor is the original user to the detriment and loss of the originator of the name, is unfair business competition and should be restrained."

In another case, *J— v. M—*, 203 Pac. 828, it was disclosed that the owner of a storage and transfer business used the trade name "Active Transfer Co." The owner of this company sought to enjoin the use of the name "Action Transfer Co." adopted by a competitor. The higher court decided that the new trade name infringed the old trade name and said:

"The legend 'Action Transfer Co.' could not escape being viewed by the public as referring to the 'Active

Transfer Co.' The first word of that legend ordinarily would not be regarded as descriptive of a transfer company or of the business conducted by it. The designation is sufficiently fanciful, to our minds, to entitle respondent to protect the use as a trade name. . . ."

For further comparison, see *F— v. C—*, 136 Pac. (2d) 711. Here a company doing business under the name of "University Transfer Co." filed suit to prevent a company from using the word "University" in connection with his transfer, moving, storage or warehouse business.

The higher court granted an injunction against use of the word "University" by the new company and explained that any use of this word in connection with the storage and warehouse business would be an infringement on the trade name of the old transfer company's name.

Generally speaking, it has been held by the higher courts that no person, firm or company is entitled to the exclusive use of a trade name that is "descriptive" of the business. For example, use in trade names of "Cold Storage," "Storage and Distribution," and the like, are purely descriptive of the business, and cannot be subject to exclusive ownership of one company.

On the other hand, it has been held that although a warehouse company's name has been used commonly by other warehouse companies in other localities, if the name has attained a secondary meaning in a city which indicates a certain warehouse to the general public, the original user of the name may prevent other warehouse owners and companies from adopting it since the first user is likely to be damaged by the second user.

Therefore, such words as "National," "American," "Safety," "New York," "Ohio," and the like, may be acquired as exclusive property in a certain locality when used in combination with other words which are descriptive of the warehouse business.

The same law is applicable to geographical names.



"I told you if you'd hang around long enough you'd find something wrong with the system"

Can similar names be used by persons and firms in different business classifications?

Modern higher courts consistently hold that similar trade names can be used by persons, firms and companies in different business classifications.

For example, in *H— v. R—*, 27 So. (2d) 742, it was shown that for the past 35 years a company has been engaged in the general transportation business in a city under the trade name "St. Charles Transfer Co." This company filed suit seeking to enjoin another company in the food business from use of the name "St. Charles Distributing Co." upon the ground that use of this latter trade name will cause "great confusion and irreparable damage."

The higher court refused to grant the injunction and explained that use of trade name "St. Charles Distributing Co." by a wholesaler of food products does not constitute unfair competition, because the two companies did not conduct the same kind of business. This decision was rendered although testimony was given that on several occasions the office of the transfer company was called by telephone, when the food company was the one desired by the callers.

For the special benefit of readers it is well to explain the legal distinctions and differences between a trade-mark and a trade name. Briefly, a trade-mark is a name, mark, symbol, or other character used to indicate a manufactured or salable product. A trade-mark never is the name of a business. A trade name may be either a name, symbol, mark, slogan, or other thing that is associated with and indicates a certain business. Generally, the first user of a valid trade name enjoys the exclusive right of its use in the territory in which it becomes well known.

On the other hand, if the businesses are non-analogous to which similar trade names are applied neither infringement nor unfair competition exists because where two companies are not competitors "unfair competition," upon which all suits of this kind are based, cannot be proved.

Another important point of law is: The owner of a warehouse business frequently uses his own name as a part of the firm name. If he is the first to use the name in the area he is entitled to its exclusive use in the locality from which his patrons are drawn. Hence, another person having the same or similar name is liable in damages if he uses it as a part of a name of a warehouse business in the same locality. In other words, no person has a legal right to use his own name if such use causes injury or damage to another person, firm or company.

It is important to know that the

courts hold that the person who has last adopted his name in the same locality on a competing business may avoid liability by having printed on his stationery, signs, advertisements, and the like, a notification to the public that he is not connected with the business operated by the first and original user of the name. By this plan the public will not be deceived.

TRANSPORTATION

During the early part of this year the writer traveled several Southern and Southeastern states, and talked personally with many officials and employees of transportation companies. We discussed numerous legal questions and problems. During the past few weeks I reviewed leading higher court cases directly to point, of the most interesting legal questions presented to me.

Is a principal liable on a contract made by his agent if the goods are lost or damaged?

An official of a large transportation company explained that in many instances his company makes arrangements with owners to transfer their goods and have same stored in a warehouse. He wants to know which, his company or the warehouse company, is liable if the goods are lost, damaged or destroyed while in transit or in the warehouse.

According to a late higher court decision the principal always is liable on a contract made by his authorized agent. This is so whether the loss is caused by the principal or his agent.

For example, in *B— Van Lines, Inc., v H—*, 218 S. W. (2d) 715, the testimony showed that one H— began negotiations for the transportation and storage of his household goods. The negotiations were carried

on by the M— Transfer & Warehouse Co. whose agent furnished H— with a bid signed "B— Van Lines, Inc., M— Tfr. & Whse. Co., Agt., By E. B. B—, Agent."

The bid contained a clause, as follows: "All risk insurance in the amount of \$1,500 for \$7.50." Soon afterward the M— Transfer and Warehouse Co. stored the household goods. While thus stored the goods were destroyed by fire. H— sued the B— Van Lines for full value of the furniture.

In holding H— entitled to recover the full value of the furniture from the B— Van Lines, the court said:

"We think the jury was warranted in finding that a binding contract existed between the parties hereto. They were also warranted in finding, under the terms of the contract, that appellant (B— Van Lines) had agreed to insure appellee's (H—'s) household goods against 'all risks' in the amount of \$1,500, for a charge of \$7.50, to cover said insurance and that this stipulation in the contract was binding on appellant."

Therefore, it is quite apparent that a transportation company which submits a bid, or makes a contract through its authorized agent, is fully liable on the contract or stipulation in the bid which the owner of the goods accepts. Of course, the agent may be liable to his principal for damages caused by such agent.

A review of late and leading higher court cases disclose a rule which the courts have adopted, as follows: An agent is personally liable for contracts made for his principal or employer:

1. If he knowingly makes a false written or oral statement or representation of his authority with intent to deceive a person who intends to transact business with the employer;
2. Or, if he performs any unlawful act with or without authority;
3. Or, if he performs a damaging or injurious act although believing that he had authority, but actually has none;
4. Or, if he wilfully performs an act which results in damage;
5. Or, if he does damaging acts outside his scope of authority, although while so doing he intends to render the employer a valuable service;
6. Or, if he intentionally assumes an obligation for the employer;
7. Or, if he unintentionally but legally assumes an obligation while performing service for the employer.

How can a firm avoid liability for loss or damage of goods shipped in sealed containers?

Another important point of the law is that a common carrier is relieved from damages for the actual value of

(Please Turn to Page 108)



"Although I respect your pioneering spirit McAnally, I regret to inform you that the railroad has—and will continue—to use the round wheel."

Warehouse SPOTLIGHT

North Atlantic NARW Chapter Re-elects All Officers

More than 50 refrigerated warehousemen attended the annual fall meeting of the North Atlantic Chapter, NARW, Oct. 5-7 at Shawnee on the Delaware, Pa.

Re-elected to the chapter offices were Chairman P. D. Burrill, Boston, Mass.; Vice Chairman John J. Byrne, New York, N. Y.; Secretary Alex MacTaggart, Scranton, Pa.; Treasurer A. Oakley, Jr., Jersey City, N. J.

—DA—

The Household Goods Carriers' Bureau has rescinded a Supplement published Aug. 26 in which reduced rates for 1,500 miles and over were published on a seasonal rather than permanent basis. In re-considering, the Board of Directors decided that such rates should be published on a permanent basis in line with other movers' tariffs.

—DA—

AWA Announces Convention

I. S. Culver, San Francisco, general president of the American Warehousemen's Association, has announced officially that AWA's 65th Annual Convention will be held at the Statler Hotel, Los Angeles, April 9-13, 1956. Meeting jointly will be AWA's two divisions—the National Association of Refrigerated Warehouses and the Merchandise Division.

Wisconsin Warehousemen Elect Willenson President

Harold M. Willenson, Milwaukee, Wis., was elected president of the Wisconsin Warehousemen's Association at that group's annual meeting in Milwaukee on Oct. 26.

Other officers named were: R. J. Laubenstein, executive vice president, Merchandise Div.; C. P. Rookey, executive vice president, Household Goods Div.; Maurice West, executive vice president, Cold Storage Div.; D. B. Stearns, secretary, and L. A. Buck, treasurer.

—DA—

NARW has received membership applications from Arctic Ice Co., Inc., Plant City, Fla., and Berkshire Cold Storage Div., Howard Golz & Co., Chicago, Ill.

—DA—

ICC Modifies Lease Rules

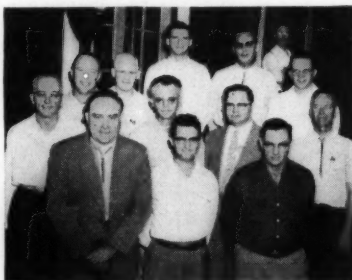
The ICC has announced that it has granted modifications of two of its rules in Ex Parte No. MC-43, Lease and Interchange of Vehicles by Motor Carriers, and has ordered them to become effective Mar. 1. The rules modified are those requiring a minimum lease period of 30 days when the leased equipment is to be operated by the owner (the lessor) or employees of the owner, and prohibiting the basing of the compensation for use of leased equipment on a percentage of the revenue earned with the equipment.

—DA—

Defense Department Issues Storage and Handling Book

The Defense Department has published and is distributing to the services the initial installment of a new manual, "Storage and Materials Handling." The manual sets up mandatory uniform procedures designed to help the several services work together more effectively. Several volumes, still under preparation, will be issued at a later date.

South Dakotans Meet



Members of the South Dakota Warehousemen & Mover's Association are shown above at their recent fall meeting in Custer State Park, in the Black Hills. Shown (l. to r.) are, first row, Dorman Peterson, Aberdeen; Burdette Burns, Sioux Falls; Orvill Kistler, Mitchell; second row, John Parker, Sioux Falls; Frank Taylor, Sioux Falls; Wallace Koppmann, Rapid City; Harry Hart, Rapid City; third row, Milford Vanderhule, Yankton; Winfield McCain, Rapid City; Harry Johnson, Aberdeen; Maurice Rudow, Sioux Falls, and Conrad Foreman, Rapid City.

Driemeier New President Of Missouri Warehousemen

The Missouri Warehousemen's Association conducted its 32nd annual convention in St. Louis, Mo., late in October. Harry A. Driemeier, of A. Driemeier Storage & Moving Co., St. Louis, was elected president. Oscar Anderson was named vice president, and W. W. Baer, secretary and treasurer.

New Division officers are: Household Goods—Robert Wilson, president; Oscar Thomas, Jr., vice president; Paul Murray, secretary-treasurer. Merchandise—Charles Gibson, president; Oscar Anderson, vice president; J. C. Gleeson, secretary-treasurer.

—DA—

NARW, in recognition of its successful industry safety record, has received the National Safety Council's Association Award.

—DA—

Southwestern Chapter

R. T. Mackenzie, Dallas, Tex., was elected chairman of the Southwestern Chapter, NARW, at the annual fall meeting in Dallas last month. V. C. Stevens, of Dallas, was named vice chairman, and S. C. Wentworth, of San Antonio, Tex., was named secretary-treasurer. More than 50 refrigerated warehousemen attended, including officers of the National Association.

Five-Time Annual Award Winner



A low claim ratio of .0030 made Adley Express Co. the winner, for the fifth consecutive year, of a plaque awarded by Liberty Mutual Insurance Co. M. L. Adley, president, is shown accepting the award from R. DeLeeuw of Liberty Mutual. Front row (l to r): A. DeFalco, N. Durant, R. DeLeeuw, M. L. Adley, D. J. Adley, R. J. Adley. Back row (l to r): F. Tommey, W. Maher, J. Batti, C. Kelk, and K. Courtemanche.

Warehouse Briefs

System Transfer & Storage Co., announces the construction of a new concrete, one-story warehouse, in Seattle, Wash. The new warehouse includes 56,000 sq ft of sprinklered storage space, 6,000 sq ft of distribution terminal, 6,000 sq ft of office and display space, 16-ft ceiling height, a fully palletized operation, and a 12-car siding on the Great Northern.

Arco Warehouse Co. has moved into a new building at 1346 Haskell Ave., Tulsa, Okla. The new building is of one-story, fireproof construction, has a 16-ft ceiling height, and a siding on the Frisco.

Kansas Cold Storage, Inc., of Wichita, Kan., has purchased the Carey Ice & Cold Storage Co., Hutchinson, Kan. Cy Crossette will serve as manager.

Officials of North American Van Lines, Inc., conducted an all-day panel meeting last month in Fort Wayne, Ind., with 14 company agents from all sections of the country. Discussion subjects ranged from operations and dispatching to sales and advertising. James D. Edgett, North American president, presided.

Frank E. Kearney, vice president, J. Leo Cooke Warehouse Corp., spoke at a meeting of the Mayflower Warehousemen's Association in New York last month.

—DA—

AWA has planned a post-convention tour to Hawaii after the Los Angeles Convention next April 9-13. The trip complete—including round-trip transportation from Los Angeles, meals, and hotel on the Island—will come to something less than \$500.

Men in the Spotlight



Fred J. Grumme (left)—elected vice president, and Charles W. Hulett (right)—named manager of operations, Aero Mayflower Transit Co., Inc., Indianapolis, Ind.

Reginald P. Ford—named general manager, Commercial Div., Miller North Broad Storage & Transit Cos., Philadelphia, Pa.

Dean Spalding—named sales manager, United Moving & Storage, Inc., Cleveland, O.



Robert A. Brooks—elected vice president, Dayton Warehouses, Inc., Dayton, O. He will continue as general manager.

George Winkler, Jr.—general manager of John Winkler's Sons, Inc., Far Rockaway, N. Y.—appointed storage chairman, New York State Citizen's Committee for the Public Schools.

C. C. Berkley—appointed vice president, Merchants Refrigerating Co. He will continue as vice president of a subsidiary firm, Merchants Refrigerating Co. of California. Charles H. Condrey—named manager of the Modesto operation replacing Berkley, who moved to Merchants' New York headquarters.

—DA—

Obituaries

Don F. Kenworthy, executive vice president, Aero Mayflower Transit Co., Indianapolis, Ind.—died Oct. 25. He had been a co-founder in 1927 of Mayflower Co.



—DA—

Trucks equipped with safety belts and speed-recording instruments contribute significantly to accident prevention, according to a transcontinental road test conducted by Allied Van Lines, Inc., and reported on by Louis Schramm, Jr., Allied president, at a recent meeting of his group's Eastern agents.

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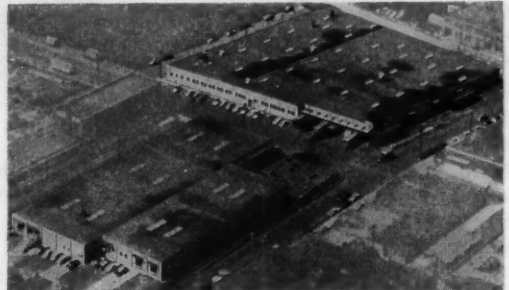
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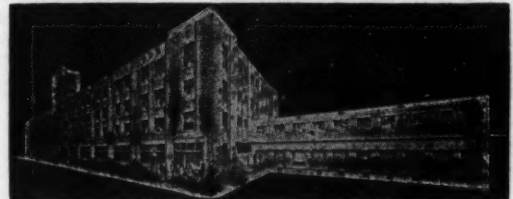
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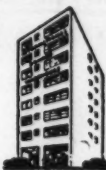
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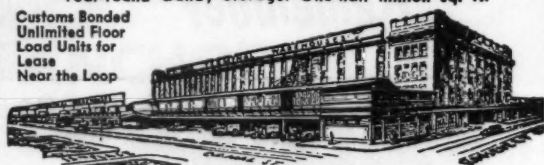
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(Continued from Page 55)

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1. We have eliminated the basic cost and maintenance of three machines—one plate-maker and two to run the labels. The only comparable cost is that of an electric typewriter equipped with the automatic line-finder.

2. Some 400 sq ft of office space in the traffic department once devoted to machines and plate-storage cabinets had been reduced to the space occupied by a single typing desk.

3. It takes less time to type the stencil than it did simply to find the proper address plate.

4. One girl is able to handle the entire labeling work in an average of six hours a day typing time, as compared with the time of two and one half persons previously.

5. Overtime has been eliminated.

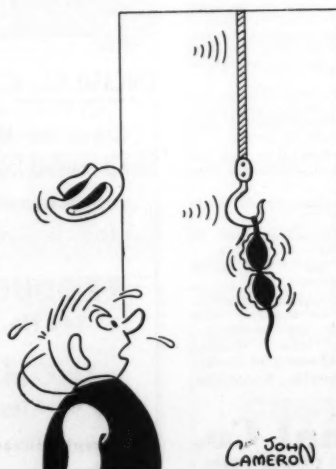
6. We now are able to place an entire truckload's stencils and orders in our large pneumatic tubes from traffic to the shipping department. The large quantities of paper labels formerly used often had to be sent to the shipping department—a considerable distance—by messenger.

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9. There is no more necessity of returning an entire order to the traffic



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10. Similarly, we don't have the problem of orders being returned to the traffic department when the wrong number of labels was provided, as occasionally happened in the past.

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14. The entire process is shortened—particularly in rush seasons. Shipments go out faster today, and customers are assured much better service.

(Resume Reading on Page 56)

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Joliet, Illinois

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Best distributing point in Middle West

Located on five Trunk Lines and Outer

Belt which connects with every road enter-

ing Chicago. No switching charges.

Chicago Freight Rates Apply



New Link Added . . .

(Continued from Page 58)

The Ohio Turnpike is claimed to be the first toll road to use the new electronic toll collection and audit system on all of its interchanges and terminals. The equipment employs photo-electric eyes, specially designed weighing platforms, and toll recorders. This combination of devices provides a unique, automatic method of determining each vehicle's weight class.

Without impeding traffic flow, all vehicles are weighed while in motion as they approach the toll booths. No special action is required on the part of the driver.

A special weighing treadle built into the traffic lane pavement separately weighs each axle and a photo-electric detector counts the number of axles. At the same time, the toll collector, having inserted a fare card in the recorder, determines by visual inspection the number of axles on the vehicle and depresses a corresponding key on the recorder. The vehicle's classification, along with other information, is registered automatically on the fare card.

If the operator presses the wrong axle key, the toll recorder locks to

prevent improper validation of the fare card and an indicator on top of the recorder lights up to display the correct axle pattern.

The Turnpike Commission has established a plan for extending toll credit to volume commercial customers. This service is for commercial vehicles only, and is limited to those customers whose toll charges will amount to at least \$75 a week.

ICC Blanket Rule

A blanket rule of the ICC, effective August 12, 1955, relating to the use of relocated, renumbered, and alternate highways, and to the deviation from authorized routes (and dead-heading or empty vehicles) by motor common and contract carriers subject to the ICC Act, was printed in the Federal Register of July 7, 1955. The rule applies to a number of toll roads including the Ohio Turnpike.

In essence, the regulation makes it possible for a motor carrier who is authorized to operate over a regular service route parallel to other highways, such as the turnpike, which afford a reasonably direct and practical route between points on the

regular service route, to use such other highways as an alternate route for operating convenience only.

Of course, this is subject to the general conditions set forth in the ICC order and provided that the distance over such alternate route is not less than 90 per cent of the distance over the carrier's authorized regular service route.

If the distance over the alternate route between the points of deviation from its authorized regular service route is less than 90 per cent of the distance over the service route between the same points, the carrier must then obtain specific authority for the use of said alternate route from the ICC.

The order permits motor carriers holding authority to operate over regular service routes or over irregular routes serving specific points in the transportation of explosives and other dangerous articles to so deviate from such routes or specific points without making application for authority.

The turnpike schedule of tolls, mileage, table, map, and traffic rules and regulations are available on request to: Department of Information and Research, Ohio Turnpike Commission, Columbus 15, Ohio. •

(Resume Reading on Page 59)

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Merchandise Storage and Distribution

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Storage—Distribution—Forwarding
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See our advertisement on page 256—

1955 Directory Issue

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Agent: National Van Lines, Inc.
Represented by Allied Distribution, Inc.

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Dickens 2-4242

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ATLANTIC STORES can expedite the delivery of your merchandise
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terminal. Every type of modern mechanized handling equipment aids
serving you economically. Private Siding. Free Switching.

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Owned and Operated by Merchants Warehouse Co.

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Facilities, 230,000 square feet. Private siding Boston
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Pool car distribution. Located on Boston's new
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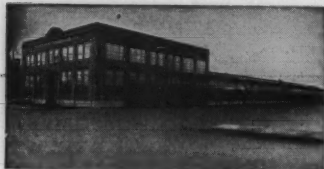
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ALBANY TERMINAL STORES

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GENERAL MERCHANDISE STORAGE
B. & A. R.R. Delivery

WIGGIN IS BIG..

Unexcelled facilities for all storage needs



Wiggin Terminals gives the benefit of many years experience. Excellent labor relations. Safe, modern handling equipment and trained personnel speeds work along.

WAREHOUSES—500,000 sq. ft. fire resistant. Pier connection—deep water berths—railroad sidings.

POOL CAR DISTRIBUTION—30 door RR siding—30 door trucking area. Offices, display rooms, sales meeting rooms.



LUMBER TERMINALS—100 acres large sheds—deep water berths

FUMIGATION PLANT—Under Federal Inspection.

WAREHOUSES — LUMBER TERMINAL

FUMIGATION DEPARTMENT

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Handy to Boston, Lowell and Maine and New Hampshire points

- Bonded
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- Attractive Rates

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MODERN REFRIGERATED WAREHOUSE. Reinforced Concrete Building—Completely Sprinklered—ADT Fire and Burglar Alarm—Private Siding—Freezer and Cooler Space, 576,040 Cu. Ft.—Pool Car Distribution—12 Truck Platform.

Men in the News ...

(Continued from Page 19)

manager of the electric truck section, Clark Equipment Co., Battle Creek, Mich.

M. G. Smith—elected comptroller, The Electric Storage Battery Co., Philadelphia, Pa.

Traffic

Kenneth J. Burge—appointed traffic manager, Mengel Co., Louisville, Ky.

Lee Cisneros—named general traffic mgr., Godfrey L. Cabot, Inc., Boston, Mass.



Warren T. Scott—named traffic manager, Pure Carbonic Co., New York, N. Y.

R. A. Appleman—appointed acting general traffic manager, Esso Standard Oil Co., New York, N. Y.

Edward F. O'Neill—named traffic manager, Greer Hydraulics, Inc., Jamaica, N. Y.

J. K. Smith—appointed general manager, Schenley Industries, Inc., New York, N. Y.

Thomas F. Higgins—appointed traffic manager, Consolidated Rendering Co., Boston, Mass.

L. B. Larson—named asst. general traffic manager, Kimberly-Clark Corp., Neenah, Wis.

Transportation—Air

Ellis D. Slater—elected a director, Emery Air Freight Corp., New York, N. Y.

—Highway

Robert H. Fahrner—named vice president-sales & traffic, Michigan Express, Inc., Grand Rapids, Mich.



L. B. McDonald—elected vice president-sales, Interstate Motor Freight System, Grand Rapids, Mich.



Lewis E. Minkel (left)—named vice president and sales manager, and Gerald F. Jones (right)—appointed vice president and executive administrator, Mack Trucks, Inc., New York, N. Y.

Charles Kingsley—named manager of the new Snow-Flite Div., Brady Motorfrate, Chicago, Ill.

Thomas S. Nichols—elected a director, Fruehauf Trailer Co., Detroit, Mich.

H. L. McNulty—named manager, Central division, and Wallace Hallam—appointed manager, Atlantic division, Mack Trucks, Inc., New York, N. Y.

E. E. Humphries—appointed general sales manager, and M. A. Pool—named southern sales manager, Johnson Motor Lines, Inc., Charlotte, N. C.

William F. Smith—named vice president-sales, and Thomas A. Harrison—appointed vice president-personnel, The Western Express Co., Cleveland, O.

(Resume Reading on Page 23)

and Firms are Arranged Alphabetically

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Private siding on N.Y.N.H.&H.R.R.

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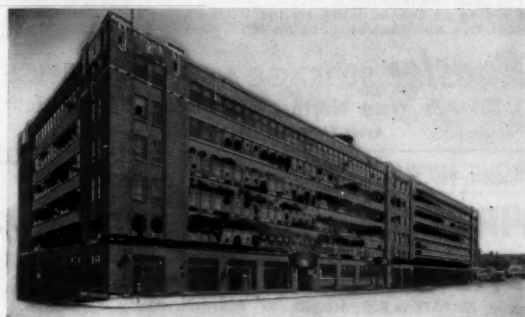
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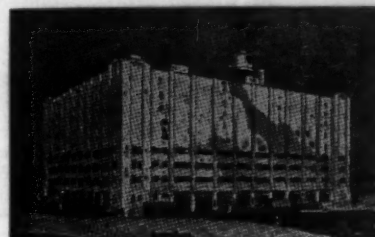


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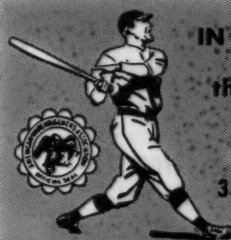
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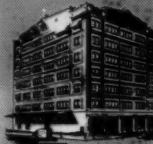


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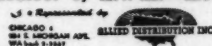
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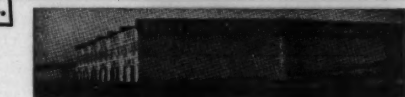
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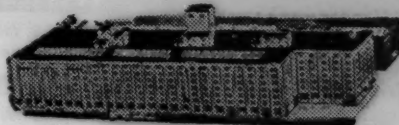
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Chuting the News . . .

(Continued from Page 19)

News Briefs

American University, Washington, D. C., will conduct its annual **Institute of Transportation and Industrial Traffic Management** Jan. 27.

The AAR's Freight Loss and Damage Protection Section conducted a five-day seminar for shippers last month at the AAR Central Research Laboratory.

The New York Shipping Association has voluntarily adopted new minimum safety standards for stevedores, developed in cooperation with the U. S. Bureau of Labor Standards.

The Electric Overhead Crane Institute has moved its executive offices to new quarters in Washington, D. C. J. H. Peritz has been named executive secretary.

The ICC in mid-October authorized the railroads to continue in effect the 15 per cent freight rate increase granted in 1951 and 1952 in Ex Parte 175.

The fourth and final Air Force District Traffic Office was opened Nov. 1 at Warner Robbins Air Force Base.

General cargo moving over three

railroads between Los Angeles and Los Angeles Harbor has doubled in the last three years, according to the Port of Los Angeles.

Commissioner J. Haden Alldredge relinquished his official duties with the ICC on Oct. 31. He had served the Commission for 16½ years.

CAB announced Nov. 22, a decision extending Delta Air Lines service from Atlanta, Ga., to New York (via Charlotte, Washington, Baltimore, Philadelphia and Newark), and from New Orleans to Houston.

—DA—

ICC Commissioner Hugh Cross, speaking before the Institute of Transportation, sponsored by the Transportation Association of America, in Philadelphia, Pa., Nov. 9 said, "The ICC must try to maintain order within the regulated segments of the industry, yet, alarmingly, we see an increasingly larger share of total traffic moving to carriers not subject to its regulation."

Two New Bodies to Replace National Traffic Committee

Two new national bodies soon will replace the old National Traffic Committee of the trucking industry, according to the ATA.

One—the National Motor Freight Traffic Association—adopted by-laws and issued a call to a meeting, Nov. 22, in Washington. The association will take over the traffic matters formerly handled by the National Traffic Committee.

The other—to be known as the National Classification Committee—will take shape Jan. 11, following the counting of ballots for a 100-man group designed to take over the commodity classification and rating job of the defunct NTC.

—DA—

The Truck-Trailer Manufacturers Association has announced approval of a truck-trailer braking system which, it is claimed, will enhance highway safety by giving the driver an alternate method of applying brakes if regular service fails.

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WASHO Road Test Report

The Highway Research Board of the National Academy of Sciences has issued Part II of the WASHO Road Test Report, the second of the full scale test of pavement behavior under controlled heavy truck traffic. The first such project, Road Test One-MD, was a test of an existing concrete pavement. This report (212 pages) includes summaries and analyses of the data taken in the test, discussion of the various relationships shown, and tabulation of the findings. Among other things the report found:

"12. Deflection of the pavement surface under traffic was influenced by vehicle speed, temperature of the surfacing, load, moisture content of the top layers of basement soil, and possibly by other factors. The deflection was maximum under a static load. Where the pavement surface was relatively smooth, deflections decreased as speed increased up to about 15 mph, after which deflections decreased but slightly as

speed increased. Deflections were greater as temperature of the surfacing increased. Deflections of the pavement surface under traffic were approximately proportional to the applied load."

W. W. Weller, Newark, N. J., was elected president of the Eastern Industrial Traffic League at that group's sixth annual meeting in Washington last month.

MHI Plans New Conveyor Film



The film task force of the College-Industry Committee on Materials Handling Education met in Detroit on Nov. 1 to review conveyor manufacturers' films and plan a new educational film on conveyors. Shown discussing films submitted to the committee are (l. to r.) O. E. Johnson, Ford Motor Co., seated; Don Green, Jervis B. Webb Co.; Irving Footlik, Illinois Institute of Technology and secretary of the Committee; D. H. Bitney, Union Steel Products; E. W. McCaul, Jervis B. Webb Co.; James W. Apple, Michigan State University; and L. West Shea, secretary, Material Handling Institute, Inc.

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shipped goods, if the bill of lading contains a stipulation that the contents of a container are unknown to the carrier, and that the carrier is relieved from liability for loss of or damage to articles not specifically listed.

For illustration, in *H— v. A—*

Southern Co., 184 So. 180, it was shown that a shipper sued a common carrier to recover the actual value of a shipment of valuable sterling silver candlesticks and other sterling silver pieces.

The testimony disclosed that an employee of the carrier had asked the

shipper what the sealed barrel contained and the shipper said that he could not remember.

The carrier's agent used his own judgment and noted in the bill of lading that the barrel contained dishes.

It is interesting to observe that the higher court refused to hold the carrier liable for the actual value of the missing valuable articles, and said:

"The right of inspection in order to ascertain what is the law made rate, regardless of that specified, does not impose upon a carrier the duty to open and examine closed containers to see if the shipper has placed therein articles not to be taken under its tariffs and bill of lading. . . . To impose the liability of an insurer for the carriage of articles, not known to be in the carrier's possession, of such extraordinary value that no reasonable rate would cover the risk incident to that shipment of transportation, would affect the entire rate making structure."

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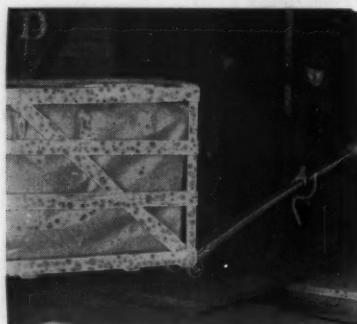
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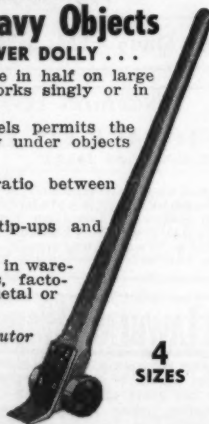
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